

## **BlueRush Partner Kunder Successfully Launches IndiVideo in Chile with AFP Habitat**

TORONTO, June 19, 2018 (GLOBE NEWSWIRE) -- **BlueRush Inc.** (the “**Company**”) (TSXV:BTV) is pleased to announce that BlueRush and Kunder have successfully completed their first partnership deal with AFP Habitat, a leader of pension funds in Chile. Kunder entered into a partnership agreement with BlueRush in late 2017. Since then, Kunder has had access to BlueRush’s Interactive Personalized Video Platform, IndiVideo, supported by Microsoft Azure’s robust cloud hosting infrastructure.

As part of their first IndiVideo deployment, Kunder and AFP Habitat are sending personalized pension video statements to each of their 2 million members. The IndiVideo is successfully hosted in Microsoft Azure’s cloud environment, which is significant for BlueRush as this is the Company’s first international Azure deployment. Azure is designed to ensure performance of the IndiVideo, irrespective of viewership volume. Early data shows that over 70% of customers who start the video watch right to the end, demonstrating IndiVideo’s potential to create high levels of engagement. Surveys conducted by AFP Habitat reveal that more than 90% of their customers are satisfied with and better understand their pension statements when delivered by IndiVideo.

BlueRush Executive Vice President, Len Smofsky, was quoted as saying, “Kunder is a rapidly growing fintech solutions company operating out of Santiago, Chile. As they are known for their digital specialization, IndiVideo represents a powerful compliment to their arsenal of fintech solutions. We are very excited about our partnership with Kunder as they share our passion for personalizing the digital experience. The AFP launch is the first project in what we know will be fruitful partnership with Kunder.”

Kunder CEO Andrés Munita expressed that “IndiVideo’s value comes from its ability to leverage interactive personalized video to educate and engage viewers. AFP Habitat’s pension video explains pension details and product options to each member, increasing engagement, conversions, upsell opportunities and member retention. We see IndiVideo becoming an integral part of our client solutions.” At the same time, AFP Habitat Chief Strategic Officer, León Fernández de Castro, confirms the value of this technology for their business: “IndiVideo is an innovative way in which we can approach our clients that lets us differentiate ourselves by offering simple and personalized information about their pension savings accounts.”

BlueRush CEO Steve Taylor was quoted as saying, “Our partner strategy will further accelerate our efforts as a growing SaaS company. Pivotal partnerships, like this one with Kunder, represent the cornerstone of our SaaS growth and global expansion.”

### **About BlueRush Inc.**

The Company, through its wholly owned subsidiary, offers a SaaS-based content engagement platform, called DigitalReach, which bridges marketing, sales and compliance. Used by financial advisors, DigitalReach allows for the centralization, personalization, distribution and tracking of content to ensure complete control over what is sent and to whom. BlueRush has also launched IndiVideo, the interactive personalized video platform for financial services. IndiVideo is a highly scalable personalized video platform built to provide AI-driven video content in an easy to understand, entertaining, and compelling manner. The Company’s products improve marketing and sales performance and generate greater client satisfaction and loyalty. The Company is publicly listed on the TSXV trading under the symbol “BTV”. For more information please visit [www.bluerush.com](http://www.bluerush.com).

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