

BlueRush and One Touch Video Chat Announce Strategic Co-Sell Partnership

TORONTO, June 05, 2018 (GLOBE NEWSWIRE) -- BlueRush Inc. ("**BlueRush**" or the "**Company**") (TSXV:BTV) is excited to announce One Touch Video Chat (OTVC) as a new strategic video chat partner.

This new partnership creates a significant market impact in the Financial Services vertical for BlueRush in two meaningful ways. The first is the product synergy between the OTVC video chat platform and BlueRush's Digital Reach Product. Together they provide a powerful platform for financial advisors to create a deeper connection with their clients further strengthening the advisor-client relationship. Second, the combination of BlueRush's IndiVideo, which offers interactive personalized video marketing for the mortgage industry, with instant connections to video mortgage advisors from OTVC's SaaS video chat platform for loan officers, creates a powerful call to action.

One Touch Video Chat's Co-Founder and COO, Carrie Chitsey Wells notes "Our video chat platform empowers financial advisors to easily and instantly connect with their clients and prospects virtually at their convenience. This is no longer a "nice to have". Clients are demanding it from their advisor-client relationship. Our plan with BlueRush is to provide the Digital Reach product and our branded video chat software to bring additional value to new and existing clients financial services clients."

BlueRush Partner Lead, Steve Abram is quoted as saying "The One Touch Video Chat platform provides additional and powerful functionality for both Digital Reach and IndiVideo. We're excited to move forward with this strategic partnership to help financial and mortgage advisors achieve greater success with their clients."

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".

About One Touch Video Chat

One Touch Video Chat provides a SaaS-based video chat platform to companies to reach today's digital customer. Their video chat solutions provide everything needed in the video chat journey from both the customer and company perspective. With no hardware or software required, clients can have their own branded video chat experience on their website or within their mobile apps in a matter of days. Nothing can replace the human connection, except a virtual one! Learn more at www.otvideochat.com.

For further information please contact:

BlueRush
Steve Taylor, CEO
Tel: 416-203-0618 x 264
steve.taylor@bluerush.com

One Touch Video Chat
Carrie Chitsey Wells, COO
Tel: 512-717-9824
carrie@otvideochat.com

Forward-Looking Statements

Certain statements contained in this press release constitute "forward-looking information" as such term is defined in applicable Canadian securities legislation. The words "may", "would", "could", "should", "potential", "will", "seek", "intend", "plan", "anticipate", "believe", "estimate", "expect" and similar expressions as they relate to the Company, are intended to identify forward-looking information. All statements other than statements of historical fact may be forward-looking information. Such statements reflect the Company's current views and intentions with respect to future events, and current information available to the Company, and are subject to certain risks, uncertainties and assumptions. Material factors or assumptions were applied in

providing forward-looking information. Many factors could cause the actual results, performance or achievements that may be expressed or implied by such forward-looking information to vary from those described herein should one or more of these risks or uncertainties materialize. These factors include, without limitation: changes in law; the ability to implement business strategies and pursue business opportunities; state of the capital markets; the availability of funds and resources to pursue operations; a novel business model; dependence on key suppliers and local partners; competition; the outcome and cost of any litigation; as well as general economic, market and business conditions, as well as those risk factors discussed or referred to in disclosure documents filed by the Company with the securities regulatory authorities in certain provinces of Canada and available at www.sedar.com. Should any factor affect the Company in an unexpected manner, or should assumptions underlying the forward looking information prove incorrect, the actual results or events may differ materially from the results or events predicted. Any such forward-looking information is expressly qualified in its entirety by this cautionary statement. Moreover, the Company does not assume responsibility for the accuracy or completeness of such forward-looking information. The forward -looking information included in this press release is made as of the date of this press release and the Company undertakes no obligation to publicly update or revise any forward-looking information, other than as required by applicable law. The Company's results and forward-looking information and calculations may be affected by fluctuations in exchange rates.

Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

<https://bluerush.mediaroom.com/index.php?s=2429&item=122497>