

BlueRush Wins IAC Award for Outstanding Online Video Campaign

TORONTO, May 15, 2018 (GLOBE NEWSWIRE) -- BlueRush Inc. ("**BlueRush**" or the "**Company**") (TSXV:BTV) is excited to announce it has won the 2018 Internet Advertising Competition (IAC) award for Outstanding Online Video Campaign. The winning campaign was a series of compelling videos designed and produced for DUCA Credit Union to dispel credit union myths and to position the financial institution as an accessible and attractive "big-bank" alternative.

Created by the Web Marketing Association, the IAC Awards honor excellence in digital marketing and advertising. Winning the campaign further demonstrates the power of BlueRush's SaaS platform, IndiVideo - the Interactive Personalized Video platform. Recognition from the Web Marketing Association speaks to BlueRush's creative competencies in digital video production, which then paired with IndiVideo, become a holistic video marketing platform creating greater customer engagement. Len Smofsky, IndiVideo Product Manager and Executive Vice President of BlueRush, remarks, "Blending industry leading video production with our interactive personalized video platform offers our clients a complete video marketing solution designed to provide a rich and engaging customer journey."

BlueRush CEO Steve Taylor notes, "This award is further validation that our IndiVideo platform is supported by award-winning expertise in video design and production. Our extensive digital marketing background is the perfect complement to our IndiVideo SaaS platform, built to engage both existing and prospective customers. IndiVideo's value proposition is driven from its unique ability to build deeper relationships between financial institutions and their customers, ultimately driving higher revenue."

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".

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