

## BlueRush Announces Change of Name

TORONTO, April 30, 2018 (GLOBE NEWSWIRE) -- **BlueRush Inc.** (the “**Company**”) (TSXV:BTV) is pleased to announce that it has changed its name from “BlueRush Media Group Corp.” to “BlueRush Inc.” and will commence trading under the new name at the market opening today. The change of name, which has now been approved by the TSX Venture Exchange, was approved by shareholders at the Company’s annual and special meeting of shareholders on March 1, 2018. The Company’s common shares will continue to trade under the symbol “BTV”.

### 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 TSX Venture Exchange trading under the symbol “BTV”.

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*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.*

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