

## **One Touch Video Chat and BlueRush Announce Joint Webinar on the Power of Video for Mortgage Loan Growth**

TORONTO, March 30, 2018 (GLOBE NEWSWIRE) -- BlueRush Media Group Corp. ("BlueRush" or the "Company") (TSXV:BTV) is pleased to announce that it has partnered with One Touch Video Chat to deliver a webinar (April 4<sup>th</sup> 2 PM EST) on the importance of video in converting online mortgages. 48% of mortgage buyers value customer experience over mortgage rate when selecting a lender, marking a critical shift in the industry (PwC 2015). The 60 minute webinar will focus on how video can provide an elevated mortgage experience, and ensure buyers move through the sales funnel from initial interest to final purchase.

Register to [save your webinar seat.](#)

BlueRush's software as a service (SaaS) platform, IndiVideo, creates Interactive Personalized Videos that have shown to engage and convert viewers at a higher rate than static content. Learn more at [www.bluerush.com](http://www.bluerush.com)

One Touch Video Chat's platform as a service (PaaS) provides everything needed in the video chat journey. They allow companies to connect with today's digital customer to provide convenience and increase customer experience. Learn more at [www.otvideochat.com](http://www.otvideochat.com)

Experience has demonstrated that video enables mortgage lenders to lower their cost per sale, increase NPS scores, and boost new mortgage business by providing an educational, friendly, and convenient user experience. In tandem these video products work to expedite the mortgage buyer's journey and can potentially generate more revenue.

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### **About BlueRush Media Group Corp.**

The Company, through its wholly owned subsidiary, BlueRush Digital Media Corp., 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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### ***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](http://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.*

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