

## **BLUERUSH Announces New Product Site for INDIVIDEO(TM)**

**TORONTO, ONTARIO--(Marketwired - Aug. 3, 2016)** - BLUERUSH Media Group Corp. (TSX VENTURE:BTV), ("**BLUERUSH**") announced that it has launched a new website for its personalized video product INDIVIDEO™.

BLUERUSH, a leader in the development of one-to-one personalization and digital technologies, announces the launch of its new INDIVIDEO™ website. INDIVIDEO™ creates personalized videos for each and every customer across the entire lifecycle - including sales, onboarding, billing and special offers.

"We are very excited about our INDIVIDEO™ product and the ability to create highly relevant and personalized videos and communications" says Len Smofsky, Executive Vice-President at BLUERUSH. "The ability to digitally connect one-to-one at every key customer decision point fundamentally changes how companies communicate with their clients. Now companies don't just explain how their products work... they explain how their products work for each individual customer. This will help businesses reduce the cost of sales, automate their ability to mass-personalize communications, improve efficiency and customer loyalty."

INDIVIDEO™ is a key product and building block of our personalization suite designed to make each and every customer their own unique segment. Our personalization suite drives higher sales and creates lifelong customers" says Larry Lubin, President and CEO at BLUERUSH. "INDIVIDEO™ is highly scalable and fits perfectly in the very hot area of one-to-one technology."

"INDIVIDEO™ has already been successfully deployed in both the insurance and financial services areas. For example advisors can now send personalized videos to each client or prospect, which explains how products and investments can work in their unique situation... their time horizon, tolerance for risk and more. This saves the advisor time, adds value by providing highly relevant information and builds stronger relationships."

Find out more about INDIVIDEO™ at [www.individeo.com](http://www.individeo.com)

### **About BLUERUSH Media Group Corp.**

BLUERUSH, through its wholly owned subsidiary, BLUERUSH Digital Media, is a digital marketing company which combines leading edge technology with award winning creative design. BLUERUSH is a FINTECH & HEALTHCARE specialist providing services in strategy, user experience, design and implementation. The company has also launched its product business with INDIVIDEO™, a personalized video platform, along with ActiveDialogue™, both of which are key building blocks for FINTECH digital experiences. The company also launched Digital Reach and Smart Advisor through its strategic partner. BLUERUSH Media Group Corp. is a publicly listed company on the TSX Venture Exchange trading under the symbol "BTV."

*Neither the 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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