

## BlueRush Develops New Customizable Product Suites For Digital Personalization

**TORONTO, ONTARIO--(Marketwired - May 8, 2015)** - BlueRush Digital Media Corp. (TSX VENTURE:BTV) is pleased to announce that our new proprietary digital personalization solutions are ready to be deployed.

"We have been developing and testing these product suites for several years. They were financed by internal cash flows of over \$1,500,000 and these product solutions are now being offered to existing and new clients in financial services, healthcare, retail and technology sectors" said Larry Lubin, CEO, BlueRush. The objective of our internal investment in these product suites is to build a solid and growing foundation of recurring revenues in addition to the service revenues we already have. According to Len Smofsky, EVP, BlueRush "Personalization is the next big thing in building customer experience. Our solutions are designed for real life situations that we have identified through work we have done over the years with many clients".

Our customizable product solutions consist of the following:

**Digital Reach™** - A centralized digital storage library for all marketing and compliance content including PDF's, documents, videos, presentations, e-newsletters, fulfillment forms, etc. Content is accessed through a permission based login with different permission assigned based on the login. Users from across an organization can easily access and find content to create one to one and one to one mailings. Users can also order printed materials or print on the spot. Activity is fully tracked and measured for each individual user and for the organization to observe usage patterns amongst users.

More information regarding Digital Reach™ can be found at <http://www.bluerush.com/en/digitalreach.html>.

**Individeo™** - A solution that enables organizations to deliver highly personalized videos to existing and potential customers incorporating their own information. Personalized videos are highly effective for the purpose of new client acquisition, retention and growth. Individeo™ also works in conjunction with the BlueRush financial calculator suite covering every financial topic and enabling clients and existing clients to better understand financial products and offers.

Information on Individeo™ can be found in the link below.

<http://www.bluerush.com/en/individeo.html>

**Interactive Conversation™** - This solution is customized for each and every client. The purpose of Interactive Conversation is to provide a digital web experience on any device that mirrors a person-to-person interaction. The ultimate objective is to help people make better and more educated choices in products and services. Uses of Interactive Conversation would include: Choosing the right car, investment product, benefits package, insurance, etc. In healthcare visitors to informational sites can be guided to information that is exactly suited for them. With Interactive Conversation organizations can leverage their sales force and support with a much higher level of digital support.

An example of Interactive Conversation created by BlueRush can be viewed in the link below.

<http://lifebeyondlymphoma.ca/en/home/>

"We are very encouraged by early reaction to our personalized product suite and are now entering a full marketing phase offering these suites to existing and new clients in many new sectors of business. This represents the start of a new and exciting chapter in our business plan" said Larry Lubin, CEO of BlueRush.

BLUERUSH Media Group Corp., through its wholly owned subsidiary, BlueRush Digital Media Corp., helps companies design, develop and manage their end-to-end digital media strategy. BLUERUSH creates innovative rich media and social media products and solutions that companies can leverage across all new media platforms, including Internet, Web TV, Smartphones, Tablets Computers and Digital Signs. BLUERUSH also offers a proprietary EMAIL and CONTENT DISTRIBUTION platform for high value personalized communication to customers and prospects.

The information in this news release includes certain information and statements about management's view of future events, expectations, plans and prospects that constitute forward looking statements. These statements are based upon assumptions that are subject to significant risks and uncertainties. Because of these risks and uncertainties and as a result of a variety of factors, the actual results, expectations, achievements or performance may differ materially from those anticipated and indicated by these forward looking statements. Although BlueRush believes that the expectations reflected in forward looking statements are reasonable, it can

give no assurances that the expectations of any forward looking statements will prove to be correct. Except as required by law, BlueRush disclaims any intention and assumes no obligation to update or revise any forward looking statements to reflect actual results, whether as a result of new information, future events, changes in assumptions, changes in factors affecting such forward looking statements or otherwise.

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Contact Information:

BlueRush Digital Media Corp.  
Larry Lubin  
President and CEO  
(416) 203-0618 ext. 225 or (416) 848-0021  
larry@bluerush.ca  
www.bluerush.com

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<https://bluerush.mediaroom.com/index.php?s=2429&item=122518>