

BLUERUSH Wins 8 IAC Awards Including “Best Insurance Online Video” With INDIVIDEO™.

TORONTO, ONTARIO (April 5, 2016) BLUERUSH Media Group Corp. (TSX-V: BTV), (“BLUERUSH”) announced that it has received 8 Awards, including a “Best Insurance Online Video” with the IAC (Internet Advertising Competition) Awards.

The IAC is produced by the Web Marketing Association to honor excellence in online advertising and marketing in all its various formats, including online ads, video, mobile, newsletters, email and social media. Entries are judged by leading internet marketing, advertising, PR and design professionals on the basis of creativity, innovation, impact, design, and copywriting.

This year’s positive results further solidify BLUERUSH’s position alongside the industry’s most prestigious companies and serve to validate the deep reservoir of talent and experience that the company has to offer.

BLUERUSH is excited about our INDIVIDEO™ project launched with a major insurance company. Our product is a scalable, personalized video engagement service that creates unique videos for each and every customer - using the data the client already has. Our partnership with the insurance company is truly beneficial, and today the IAC has awarded us with the ‘Best Insurance Online Video’. “We are thrilled to receive this affirmation of the practical value for clients using our INDIVIDEO™ personalization technology. Our company has always been about achieving results for our clients.

INDIVIDEO™ is a new technology that allows our clients to deliver personalized communications and achieve higher conversion rates that translate to net new sales” stated BLUERUSH’s President and CEO Larry Lubin.

“INDIVIDEO™ is game-changing technology, and we are very pleased with the recognition at the IAC awards this year”, says Len Smofsky, BLUERUSH’s EVP and head of the INDIVIDEO™ division. INDIVIDEO™ creates a personalized video follow-up for every insurance quote that dynamically summarizes the quote already provided to the customer. Using INDIVIDEO™ in this business case, increases conversion while simultaneously decreasing operational costs for our client.

BLUERUSH is proud of all our winnings, obtaining 8 IAC awards this year and being named an Outstanding Advertising Developer. Projects won include a variety of industry videos, website designs, applications and campaigns. We are looking forward to another successful year to produce more award winning products and services to our clients.

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 ActivDialogue™, 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 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.

For further information: BLUERUSH Media Group Corp., Larry Lubin, President and CEO, Email: larry@bluerush.ca, (416) 203-0618 ext.225; BLUERUSH Media Group Corp., Len Smofsky, Executive Vice President, Email: len@bluerush.ca, (514) 935-3144 ext.314

<https://bluerush.mediaroom.com/index.php?s=2429&item=122528>