

**BLUERUSH MEDIA GROUP CORP.
PRESS RELEASE SYMBOL: BTV**

BlueRush Releases 2011 Financial Results: Highest-Grossing Year to Date – with Gross Revenue of \$4.869M & 45% increase in After-Tax Net Earnings

Toronto (Ontario), December 6, 2011 – BlueRush Media Group Corp. (TSX-V: BTV), announced today that it has filed the company’s consolidated financial results for the fiscal year ended July 31, 2011. Through its wholly-owned subsidiary, BlueRush Digital Media Corp. (“BlueRush”), the company provides leading-edge digital marketing solutions and rich media production for distribution across a variety of emerging media.

Highlights for the fiscal year include:

- Gross Revenue of \$4.869M: Highest-grossing year in the Company’s history and an increase of 33% over 2010 revenue.
- After-Tax Net Earnings of \$570K – 45% more than the 2010 fiscal year and cash-flow positive.
- Continued strong results in financial services and healthcare, including new clients in each sector – as well as development in the Consumer Products vertical.
- Growth in mobile and tablet-related services.

Larry Lubin, BlueRush President and CEO commented, “BlueRush continued building the strength we showed in 2010 by expanding in our primary sectors – financial services and healthcare – and by adding new clients on the consumer side. We are very pleased with the growth in demand for our mobile-related services in apps, websites, and SMS and QR code campaigns. We are very excited about our new product strategy and will work towards building that side of our business to build on recurring revenues.”

Interested investors are encouraged to view the complete consolidated financial statements as well as all other filings which are available at www.sedar.com. Additionally, more information on the company is available at the company’s newly-launched website at www.bluerush.com.

About BlueRush Media Group Corp.

BlueRush Media Group Corp., through its wholly-owned subsidiary, BlueRush Digital Media (“BlueRush”), is a digital marketing company which combines leading-edge technology with award winning creative television production. BlueRush creates innovative rich media solutions for distribution across all new emerging media: Internet, Web TV, iPads, Mobile Phones, Digital Signs and In-store Kiosks. With expertise in programming, production, and marketing, BlueRush provides its clients with digital video solutions which extend some of the most recognizable brands into this emerging digital and Internet age. BlueRush Media Group Corp. is a publicly

listed company on the TSX Venture Exchange trading under the symbol "BTV." For more information please visit www.bluerush.com.

For more information please contact:

Laurence Lubin

President & CEO

larry@bluerush.ca

Cautionary Statements

Certain statements in this press release are forward-looking statements. The reader is cautioned that assumptions used in the preparation of such information, although considered reasonable by BlueRush Media Group Corp. at the time of preparation, may prove to be incorrect.

Actual results achieved during the forecast period will vary from the information provided herein as a result of numerous known and unknown risks and uncertainties and other factors, many of which are beyond the control of BlueRush Media Group Corp. There is no representation by BlueRush Media Group Corp. that actual results achieved during the forecast period will be the same in whole or in part as those forecasts. All dollar amounts in this press release are Canadian dollars unless otherwise identified.

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.