

BlueRush Releases Unaudited Results for the Second Quarter 2011

Toronto (Ontario), April 1, 2011 – BlueRush Media Group Corp. (TSX-V;BTV), announced today that it has filed its unaudited results for the Three and Six months ended January 31, 2011.

Financial Highlights for the three and six months ended January 31, 2011 with comparatives:

	Three Months Ended January 31		Six Months ended January 31	
	2011	2010	2011	2010
Revenue from Operation	\$1,348,162	\$ 895,292	\$2,398,363	\$ 1,805,060
Net income (loss)	\$ 146,700	\$ 117,277	\$ 266,027	\$ 258,053
per share – basic	\$0.004	\$ 0.004	\$0.008	\$0.008
per share – diluted	\$0.004	0.004	\$0.008	\$0.008

During the Quarter, BlueRush continued to expand its services to its financial service and healthcare clients as well as the addition of Desjardin on the financial side and Servier and Astra Zeneca on the pharma side.

As well, BlueRush continued to penetrate the rapidly growing mobile market with mobile and tablet related projects for major financial service firms in Canada.

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 www.bluerush.ca

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 medias: Internet, Web TV, iPods, Mobile Phones, Digital Signs and Instore 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.ca

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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.

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