

SOYERS CAPITAL LIMITED

PRESS RELEASE

SYMBOL: SOC.P

Soyers Capital Limited files Filing Statement on SEDAR and Announces Closing Date of Qualifying Transaction

Toronto, April 24, 2007 - Soyers Capital Limited (“Soyers”) (TSX-V: SOC.P), a capital pool company, is pleased to announce that it has filed its Filing Statement on SEDAR (www.sedar.com) pursuant to TSX Venture Exchange requirements and has scheduled the closing date of its previously announced qualifying transaction for May 3, 2007.

Concurrently with the closing of its qualifying transaction, Soyers will complete a private placement financing of common shares at a price of \$0.10 per share for gross proceeds of approximately \$300,000.

The Filing Statement is the disclosure document that outlines the details of the qualifying transaction, the concurrent private placement, information about Soyers and information about the target company, BlueRush.TV Inc. (“BlueRush”), and its business, including financial statements of Soyers, BlueRush and pro forma financial statements. Readers of this release are encouraged to review the information in the Filing Statement.

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Completion of the transaction is subject to a number of conditions, including but not limited to final TSX Venture Exchange approval. There can be no assurance that the transaction will be completed.

The TSX Venture Exchange Inc. has in no way passed upon the merits of the proposed transaction and has neither approved nor disapproved the contents of this press release.