

## **BlueRush recognized as top Canadian digital media agency at 2011 Internet Advertising Competition Awards**

TORONTO, March 31, 2011/ The prestigious Internet Awards Competition has named BlueRush Digital Media as an Outstanding Advertising Developer for 2011. BlueRush won a total of 14 awards in this year's competition, which recognizes excellence in Internet marketing. BlueRush's custom-built content distribution platform for Manulife Solutions was also selected as Best in Show for the online newsletter category.

BlueRush is the only Canadian-owned and -operated firm to appear on the Outstanding Advertising Developers list, which includes digital media companies who win awards in six or more categories. Other Outstanding Advertising Developers for 2011 include Saatchi & Saatchi LA, Y&R New York, and Walt Disney Parks and Resorts Online.

"We are honoured to be included by the Web Marketing Association among such a distinguished group of peers in the digital advertising world," commented Larry Lubin, BlueRush President, CEO and co-founder.

The Interactive Media Awards is an annual, international competition created by the Interactive Media Council, Inc., a nonprofit organization of web designers, developers, advertisers and other web-related professionals. Awards are granted in over 70 categories representing a wide range of industries.

The 14 awards granted to BlueRush for 2011 demonstrate BlueRush's capacity across digital media, from online video and newsletters to rich media and social media campaigns, to mobile and interactive applications – and the company's facility in a wide range of sectors, from banking and financial services to healthcare and pharmaceuticals, real estate and the non-profit sector.

This is the third year in which BlueRush has competed and won, starting with 3 awards in 2009 and followed by 9 awards in 2010.

"Our awards have grown by nearly 80% over just three years – proof that your digital media dollar invested with BlueRush provides a rate of return that can't be beat," notes Len Smofsky, executive vice-president and co-founder of BlueRush. Adds assistant vice president (business development) Jared Gardner, "we're very excited by the recognition BlueRush has received for our work to date – and we can't wait for next year, when we'll be showcasing some outstanding work in mobile and tablet applications and platforms."

### **About BlueRush Digital Media Corporation**

BlueRush Media Group Corp. ("BlueRush"), through its wholly-owned subsidiary, BlueRush Digital Media Corp., is a Canadian standard-setting digital marketing company that combines rich media video and cutting-edge technology to create award-winning production for online and mobile platforms. BlueRush

creates innovative rich media solutions for distribution across all new emerging media; with expertise in design, programming, television, video production and marketing, BlueRush is uniquely qualified to position our clients – which include some of the most recognizable brands in North America – as digital communications leaders. BlueRush Media Group Corp. is a publicly-listed company on the TSX Venture Exchange (“BTV”).

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