



BTV: TSX Venture Exchange

March 8, 2010

BLUERUSH ANNOUNCES GRANT OF INCENTIVE STOCK OPTIONS

Toronto, Ontario – BlueRush Media Group Corp. (“BlueRush”) announced today that its board of directors has approved the grant of 180,000 stock options to certain of its directors at an exercise price of \$0.10 per common share expiring on March 5, 2015.

BlueRush currently has 32,318,000 issued and outstanding common shares and accordingly can grant up to 3,231,800 stock options pursuant to its stock option plan. In addition to the grant announced today, BlueRush currently has 2,295,850 stock options outstanding.

About BlueRush Media Group Corp.

BlueRush Media Group Corp., through its wholly owned subsidiary, BlueRush Digital Media (“BlueRush Digital”), is a digital marketing company which combines leading edge technology with award winning creative television production. BlueRush Digital 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 Digital 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.

For more information please contact:

Laurence Lubin
President and Chief Executive Officer
BlueRush Media Group Corp.
Tel: (905) 882-4422
larry@bluerush.ca

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.

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.