

SOYERS CAPITAL LIMITED

PRESS RELEASE

SYMBOL: BTV

Soyers Capital Limited Announces date of Annual General Meeting and BlueRush.Tv announces successful launch of Royal LePage TV

Toronto (Ontario), October 22, 2007 – Soyers Capital Limited (“Soyers”) (TSX-V: BTV), announced today that it will hold its Annual and Special Meeting at 10:30 am on December 4, 2007 at the Toronto Board of Trade: 1 First Canadian Place, Toronto, Ontario in the Osgood room. This will be the first Annual and Special Meeting since Soyers’ reverse take-over of BlueRush.Tv (“BlueRush”). BlueRush is a wholly owned subsidiary of Soyers. Investors are encouraged to attend in order to learn more about BlueRush, its recent accomplishments, as well as its future growth plans.

BlueRush is also pleased to announce the successful production and launch of two digital media solutions for Royal LePage. On September 11, 2007, Royal LePage introduced its “Helping You in Real Estate” Podcast series. BlueRush advised and produced the Podcasts, which are aimed at easing the home buying process for Royal LePage consumers.

Stemming from the favorable feedback from both clients and agents to the Podcast series, Royal LePage wanted to extend the reach of its new digital content and subsequently contracted BlueRush to aid with the execution. On October 5, 2007, Royal LePage launched “Royal LePage TV” – which houses 10 educational episodes on the home buying and selling process. The series can be viewed at www.royallepagetv.ca.

“Both the videos and the Podcasts are great new tools for our sales representatives and clients alike, as they both educate and entertain viewers by visually depicting the home buying and selling process,” stated Lisa da Rocha, Royal LePage’s Vice President, Marketing Communications. “By evoking emotions and going beyond what text can display, these digital videos help our clients be better educated when it comes to their home buying and selling decisions. Through Royal LePage TV, we aim to create a more user friendly experience for both our clients and agents.”

“Leveraging the power of the Web to allow Royal LePage agents to connect with their clients, was our main objective throughout this project” said Larry Lubin, President and CEO of BlueRush.TV. “The addition of online videos was a natural extension to the Royal LePage podcast series. BlueRush’s technology platform and rich media solutions helped create an educational and entertaining customer experience for the Royal LePage brand.”

About Royal LePage

Royal LePage is Canada’s leading provider of franchise services to residential real estate brokerages, with a network of over 13,000 agents and sales representatives in 600 locations across Canada operating under the Royal LePage, Johnston and Daniel, and Realty World brand names. Royal LePage manages the Royal LePage Franchise Services Fund, a TSX listed income trust, trading under the symbol “RSF.UN”. For more information visit www.royallepage.ca.

About BlueRush.Tv

BlueRush.Tv is a digital marketing company which combines leading edge technology with award winning creative television production. BlueRush.Tv 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.Tv provides its clients with digital video solutions which extend some of the most recognizable brands into this emerging digital and Internet age. BlueRush.TV is a wholly owned subsidiary of Soyers Capital Limited, which is a publicly listed company on the TSX Venture Exchange (“BTV”). For more information please visit www.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 Soyers 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 Soyers. There is no representation by Soyers that actual results achieved during the forecast period will be the same in whole or in part as those forecast. All dollar amounts in this press release are Canadian dollars unless otherwise identified.

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