

## **BlueRush's IndiVideo™ Awarded "Best Financial Services Online Video" in Internet Advertising Competition**

TORONTO, April 15, 2019 /CNW/ - BlueRush Inc. ("**BlueRush**" or the "**Company**") (TSX-V: BTV), an emerging Software as a Service ("SaaS") company providing personalized customer engagement solutions, announced today that an IndiVideo™ developed for a South American financial institution by BlueRush and its Chilean partner, Kunder, was named "**Best Financial Services Online Video**" in the 2019 Internet Advertising Competition ("IAC") Awards.

"We are honoured that the IAC has recognized the innovative, interactive and functional attributes of this IndiVideo," said Steve Taylor, CEO. "IndiVideo represents a disruptive solution for enterprises looking to more effectively engage their customers online, capture data driven insights and grow their businesses. This is why we are seeing companies embrace our IndiVideo technology at an accelerating rate."

The IAC award-winning IndiVideo™ created for AFP Habitat S.A., a leading South American financial institution, provides real-time, personalized video pension statements and related information to more than two million AFP Habitat customers on a monthly basis. Since adopting the IndiVideo™ platform for customer communication and engagement, AFP Habitat has experienced a significant increase in account openings and contributions. In addition, 90% of customers reported an increased satisfaction and a better understanding of how to make the most of their pension account.

The IndiVideo Business Intelligence (BI) engine provides AFP Habitat with a new stream of insights on their 2.4 million pensioners. AFP Habitat is able see how their customers engage with the video-enabled statements and slice the data by demographic information such as geographic location, pension value and historic contribution patterns. Taylor said, "The insights our customers generate are as valuable as the business results we drive for them."

The billing and statement category is a significant part of BlueRush's strategic focus. Jeff Bilyea, COO, said, "Countless bills, statements and other documents are sent to customers every month. Personalized video is a natural enhancement to these documents. Personalized videos increase customer satisfaction, reduce call center and customer care costs, while enabling important actions such as cross-selling or upselling. This segment will be an important revenue driver for BlueRush."

The IAC Awards, which were created by the Web Marketing Association, honour excellence in online advertising across 96 industries and nine online formats. Contestants are judged on seven criteria: creativity, innovation, impact, design, copywriting, use of the medium, and memorability. The awards have been given out annually since 2003.

### **About BlueRush**

BlueRush develops and markets IndiVideo™, a disruptive interactive personalized video platform that drives return on investment ("ROI") by creating compelling digital experiences throughout the customer journey, from increased conversions to more engaging statements and customer care. IndiVideo enables BlueRush clients to capture customer interactions with each personalized video, creating new and compelling data driven customer insights. BlueRush has a particular focus on the financial services industry in areas such as mortgage, loan and credit card origination, as well as supporting pension fund and insurance use cases. IndiVideo can also be integrated with DigitalReach™, BlueRush's SaaS-based content engagement platform, that is designed to deliver improved sales conversion metrics for more than 75,000 financial advisors at leading financial institutions. The combination of IndiVideo and DigitalReach is unique in the marketplace and provides BlueRush with a strong value proposition.

For more information, please visit [www.bluerush.com](http://www.bluerush.com). More information on the BlueRush SaaS products can be viewed for DigitalReach at [www.digitalreach.ca](http://www.digitalreach.ca) and for IndiVideo at [www.individeo.com](http://www.individeo.com).

### **Forward-Looking Statements**

*Certain statements contained in this news release constitute "forward-looking information" as such term is defined in applicable Canadian securities legislation. The words "may", "would", "could", "should", "potential", "will", "seek", "intend", "plan", "anticipate", "believe", "estimate", "expect" and similar expressions as they relate to the Company, are intended to identify forward-looking information. All statements other than statements of historical fact may be forward-looking information. Such statements reflect the Company's current views and intentions with respect to future events, and current information available to the Company, and are subject to certain risks, uncertainties and assumptions. Material factors or assumptions were applied in*

*providing forward-looking information, including: personalized video being further adopted by companies and the Company increasing sales for its SaaS based products. Many factors could cause the actual results, performance or achievements that may be expressed or implied by such forward-looking information to vary from those described herein should one or more of these risks or uncertainties materialize. These factors include, without limitation: changes in law; the ability to implement business strategies and pursue business opportunities; state of the capital markets; the availability of funds and resources to pursue operations; a novel business model; dependence on key suppliers and local partners; competition; the outcome and cost of any litigation; as well as general economic, market and business conditions, as well as those risk factors discussed or referred to in disclosure documents filed by the Company with the securities regulatory authorities in certain provinces of Canada and available at [www.sedar.com](http://www.sedar.com). Should any factor affect the Company in an unexpected manner, or should assumptions underlying the forward-looking information prove incorrect, the actual results or events may differ materially from the results or events predicted. Any such forward-looking information is expressly qualified in its entirety by this cautionary statement. Moreover, the Company does not assume responsibility for the accuracy or completeness of such forward-looking information. The forward-looking information included in this news release is made as of the date of this news release and the Company undertakes no obligation to publicly update or revise any forward-looking information, other than as required by applicable law. The Company's results and forward-looking information and calculations may be affected by fluctuations in exchange rates.*

*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.*

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For further information: Steve Taylor, CEO, Tel: 416-457-9391, [steve.taylor@bluerush.com](mailto:steve.taylor@bluerush.com); Dave Badun, CFO, Tel: 416-203-0618, [dave.badun@bluerush.com](mailto:dave.badun@bluerush.com)

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