BlueRush Announces US$200,000 Agreement with Leading North American Lender

Toronto, Canada (June 9, 2021) BlueRush Inc. ("**BlueRush**" or the "**Company**") (TSXV:BTV), an emerging personalized video Software as a Service (SaaS) company, has entered into an agreement with a key North American financial services lender to transform their digital client experience leveraging BlueRush's IndiVideo Platform.

With over 500 locations in Canada and the U.S., the lender offers a range of financial services. BlueRush aims to optimize the lender's digital presence by improving the lender's North American web properties, application flow and app design. The initial contract is focused on the digital transformation efforts and includes an initial subscription for IndiVideo. The total contract value can be up to and exceed US$200,000.

"Businesses need to implement digital solutions that provide a personalized, authentic and engaging client experience," states Steve Taylor, BlueRush CEO. "We are excited by the ongoing adoption of IndiVideo. There is increasing demand to include Personalized Video as an arrow in the communications quiver."

About BlueRush

BlueRush develops and markets IndiVideo™, a disruptive, award-winning interactive personalized video platform that drives return on investment throughout the customer lifecycle, from increased conversions to more engaging statements and customer care. IndiVideo enables BlueRush clients to capture knowledge and data from their customers' video interaction, creating new and compelling data driven customer insights. For more information visit: http://www.bluerush.com.

For further information please contact:

Steve Taylor, CEO
Tel: 416-457-9391
steve.taylor@bluerush.com

Forward-Looking Statements

Certain statements contained in this press release may 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, including the potential value of the contract, 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. 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; the general impact of the COVID-19 pandemic; 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. 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 press release is made as of the date of this press release and the Company undertakes no obligation to publicly update or revise any forward-looking information, other than as required by applicable law.