

BLUERUSH MEDIA GROUP CORP.

BTV: TSX-V

Price (November 5): \$0.05

52-Week Range: \$0.105-\$0.02

Shares O/S: 32.3 million

Market Cap: \$1.62 million

NEW WEBSITE TO COMMUNICATE H1N1 INFORMATION

BlueRush Media Group Corp. announced that its wholly-owned subsidiary BlueRush Digital Media Corp. and physicians from McGill University Health Centre (MUHC) had unveiled a new website for the general public (BTV Health - www.h1n1.btvhealth.com) on the topic of the H1N1 virus, including prevention measures. The new site uses the latest in online communications technology, and features a series of streaming videos and audio podcasts, with physicians from MUHC discussing the newest information on the virus.

The goal is to present the information in an easy-to-understand format, and to include practical information. Separate H1N1 prevention videos have been prepared for home, work and school environments.

BlueRush donated its services to build the H1N1 site, while the MUHC doctors provided the healthcare expertise. The Company also works with MUHC and other organizations to provide medical content to client sites.

COMMENT: *BlueRush's latest project brings together (1) the healthcare expertise of the doctors from MUHC and (2) BlueRush's marketing expertise, to address an issue that is uppermost in the minds of Canadians - the H1N1 virus and flu. Rich media, such as streaming interactive video, is believed to generate awareness and message association, and BlueRush's own research shows that streaming videos significantly increase the time a visitor spends on a website. We believe that BTV Health (www.h1n1.btvhealth.com) is not only a great way to educate the community about the H1N1 influenza, but is also a huge step for BlueRush in increasing the Company's own media publicity.*

THE COMPANY

BlueRush Media Group Corp., with offices in Toronto and Montreal, produces cutting-edge digital marketing solutions and rich media production services through its wholly-owned subsidiary BlueRush Digital Media Corp. The Company's strategy is to work with leading financial institutions as a base clientele and to expand its client base to the health and pharmaceutical sector. BlueRush has a strong portfolio of previous work, with some of the biggest names being Bell, Canada Post (epost), Manulife, CIBC, Scotiabank, and Remax. The Company has experienced rapid revenue growth since



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THE COMPANY (Continued)

2007, and has maintained a strong working capital and cash position along with an absence of debt. For more on BlueRush, see eResearch's October 29, 2009 *StockPotentials* Report, available at www.eresearch.ca.

NOTE: eResearch reports on BlueRush Media Group Corp. and other companies are available FREE on our website at www.eresearch.ca.

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