

**BLUERUSH MEDIA GROUP CORP.  
PRESS RELEASE SYMBOL: BTV**

**BlueRush wins 11 IAC Awards including a "BEST OF SHOW"**

**Toronto (Ontario), April 11, 2013**– BlueRush Media Group Corp. (TSX-V: BTV), announced today that it has received 11 awards, including a “Best of Show “ in the Interactive Application category at the IAC (Internet Advertising Competition) Awards competition, making it one of the competition’s top performers.

The IAC, now in its 12<sup>th</sup> year, is produced by the Web Marketing Association to honour excellence in online advertising and marketing in all its various formats, including online ads, video, mobile, newsletters, email and social media. Entries are judged by leading internet marketing, advertising, PR and design professionals on the basis of creativity, innovation, impact, design, and copywriting.

“As the online world continues to evolve, and spending for digital advertising and marketing increases each year, creative agencies like BlueRush (BlueRush Digital Media Corp.) need ways to objectively validate their abilities to existing and prospective clients. Competitions like the IAC awards are an excellent way to do this” stated BlueRush’s President and CEO Larry Lubin.

In addition to individual awards, agencies that demonstrate excellence across multiple entries also receive special recognition as Outstanding Interactive Developers, and for the 5th time in the last 5 years, BlueRush received this honour.

These results further solidify BlueRush’s position alongside the industry’s most prestigious companies and serve to validate the deep reservoir of talent and experience that the company has to offer, a sentiment echoed by BlueRush President and CEO, Larry Lubin. “The nature of our work has rapidly become more complex and technologically demanding and I am extremely proud of the fact that the people in our company are able to set new benchmarks for the digital space year after year.”

BlueRush Media Group Corp., through its wholly owned subsidiary, BlueRush Digital Media Corp., helps companies design, develop and manage their end-to-end digital media strategy. They also create innovative rich media and social media products and solutions that companies can leverage across all new media platforms, including Internet, Web TV, Smartphones, Tablet Computers and Digital Signs. BlueRush Media Group Corp. is a publicly listed company on the TSX Venture Exchange trading under the symbol "BTV" and is headquartered at 75 Sherbourne Street in Toronto, Canada.

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