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**Press Release
For immediate release**

BlueRush signs agreement with Johns Hopkins HealthCare to develop a unique online employee health portal to support cancer patients in the workplace

Toronto, Ontario, January 15, 2014 - BlueRush Media Group Corp. (TSX-V: BTV) and Johns Hopkins HealthCare have signed an agreement to develop an innovative online portal that offers information for employers and their employees who are undergoing or have gone through cancer treatment. The online portal will provide high quality, practical information that addresses the challenges cancer patients often face in their workplace. This initiative will combine the expertise of patient care leaders at the Johns Hopkins Kimmel Cancer Center with BlueRush's experience in designing, building, and implementing healthcare portals.

According to Len Smofsky, EVP BlueRush, "There is a growing need for reliable information to help employers support their employees while they are receiving cancer care. We are proud to be working on this strategic initiative with the Johns Hopkins Kimmel Cancer Center, a recognized leader in cancer diagnosis, treatment, and patient support resources."

The goal of the portal will be to provide an affordable, high impact service that can benefit employees of mid-sized to large companies. The web portal will include information and video interviews of cancer experts at Johns Hopkins addressing the unique issues that patients and their employers may face.

Larry Lubin, CEO of BlueRush said "Over the years we have invested a great deal of time and energy into the health care sector. The collaboration with Johns Hopkins is both a highlight and milestone event in our company's evolution. It represents both an excellent business opportunity as well as a way to truly help people get the medical and supporting information they need. "

The web portal is under development and is expected to be completed in early 2014.

About The Sidney Kimmel Comprehensive Cancer Center

The Sidney Kimmel Comprehensive Cancer Center at Johns Hopkins is a world leader in cancer care and research. Over the past four decades, our physician-scientists have worked to unravel the complex mystery that is cancer – how it develops and spreads. A hallmark of the Kimmel Cancer Center is its interdisciplinary research and treatment teams. We led the world in deciphering the cellular causes of cancer and now we are leading the way in applying these discoveries with personalized therapies targeted to the unique characteristics of each patient's cancer. From genetically engineering vaccines to new ways of providing bone marrow transplants to developing new drugs and blood tests, the Kimmel Cancer's teams of experts are focused on bringing the right treatment to the right patients at the right time.

About BlueRush Media Group Corp.

BlueRush, through its wholly owned subsidiary, BlueRush Digital Media, is a digital marketing company which combines leading edge technology with award winning creative design. BlueRush helps companies design, develop and manage their end-to-end digital media strategy. BlueRush also creates 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."

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