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TSX SYMBOL: BTV

**CI Investments Releases iPad App Powered by BlueRush:
BlueRush collaborates with CI to put the power of design and technology directly into the hands of
advisors and investors**

TORONTO (December 13, 2011) – BlueRush Digital Media (BTV) announces another milestone in the growth of its mobile business with the release of CI Mobile, an iPad app offered by CI Investments Inc.

Blue Rush worked with CI to design and develop the app, which provides convenient access to a wide range of information about CI's products and services, including: daily fund prices, fund codes, performance results, fund profiles, portfolio manager commentary, and financial calculators.

“With the release of CI Mobile, we are raising the bar in building apps for the financial community,” said Larry Lubin, CEO and President of BlueRush. “Our partnership with CI Investments, a leader in the investment industry, allowed us to set a new standard for bringing the iPad to life as a business tool – and the result benefits all CI customers and advisors, who now have this beautifully designed and highly useful app.”

The CI Mobile application leverages the deep technical and financial services expertise within BlueRush. The development effort was highly collaborative, and employed state-of-the-art approaches to integrating the breadth and depth of real-time information that characterizes the investment industry.

“Performance of the application was a key consideration in our development,” noted Jeff Turner, Chief Marketing Technologist, BlueRush. “Users have no tolerance for applications that don't provide information instantaneously. To meet this demand with the CI Mobile application, we drew on innovative techniques to both access and present the wealth of information as and when required by users.”

Providing detailed information on hundreds of fund classes, including pricing and performance information that changes daily, in an accessible format was among the technical challenges of developing the app. In addition, features such as a fund code finder were developed specifically for CI Mobile.

CI Mobile is one of the first apps developed within the Canadian investment fund industry and is now available free at the Apple App Store.

BlueRush works with Tier 1 financial service companies across North America, providing key technology and marketing solutions to forward productivity and increase customer acquisition.

About CI Investments

CI Investments Inc. is one of Canada's largest investment management companies. CI offers a broad range of investment products and services, including an industry-leading selection of investment funds, and is on the Web at www.ci.com. CI is a subsidiary of CI Financial Corp. (TSX: CIX), an independent, Canadian-owned wealth management firm with \$92 billion in assets as of November 30, 2011.

About BlueRush Media Group Corp.

BlueRush Media Group Corp., through its wholly-owned subsidiary, BlueRush Digital Media (“BlueRush”), is a digital marketing company which creates innovative rich media solutions for distribution across all new emerging media: Internet, WebTV, iPads, mobile phones, digital signs and in-store kiosks.

With expertise in programming, production and marketing, BlueRush provides our clients with digital solutions which extend some of the most recognizable brands into the emerging digital and Internet age. BlueRush Media Group Corp. is a publicly-listed company on the TSX Venture Exchange trading under the symbol BTV. For more information please visit www.bluerush.com.

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