

BLUERUSH MEDIA GROUP CORP.

PRESS RELEASE

SYMBOL: BTV

BlueRush Announces Highest Grossing Quarter and Return to Profitability

Company grosses over \$900K in revenue and penetrates new vertical during the quarter

Toronto (Ontario), December 23, 2009 – BlueRush Media Group Corp. (TSX-V: BTV), announced today that it has filed the company's consolidated financial results for the first quarter ended October 31, 2009. Through its wholly owned subsidiary, BlueRush Digital Media Corp. ("BlueRush"), the company provides leading edge digital marketing solutions and rich media production for distribution across a variety of emerging medias.

Highlights for the third quarter include:

- Revenue of \$909,768: Highest grossing quarter in the Company's history.
- Net Income of \$140,776 and was cash flow positive.
- Client work was expanded in both the financial services industry as well as in the Health & Pharmaceutical Sector
- Launch of www.btvhealth.ca; an innovative health portal, which featured educational and informative spots from some of the country's leading medical experts. Initial features were focused on the H1N1 pandemic and included video spots, informative podcasts as well as links to many social networking sites.

Larry Lubin, BlueRush President and CEO stated. "We emerged from a difficult fiscal 2009, with a greater client base in two very large industry verticals: Financial Services and Health Care. Subsequently, BlueRush was very well positioned at the start of the quarter, as our clients resumed their marketing programs. Additionally, through the launch of www.BTVhealth.ca and work done with the McGill University Hospital Committee BlueRush continues to expand its digital marketing solutions to a larger client base."

Interested investors are encouraged to view the complete consolidated financial statements as well as all other filings which are available at www.sedar.com. Additionally, more information on the company is available at www.bluerush.ca.

About BlueRush Media Group Corp.

BlueRush Media Group Corp., through its wholly owned subsidiary, BlueRush Digital Media ("BlueRush"), is a digital marketing company which combines leading edge technology with award winning creative television production. BlueRush creates innovative rich media solutions for distribution across all new emerging medias: Internet, Web TV, iPods, Mobile Phones, Digital Signs and Instore Kiosks. With expertise in programming, production, and marketing, BlueRush provides its clients with digital video solutions which extend some of the most recognizable brands into this 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.ca.

For more information please contact:

Laurence Lubin
President & CEO
larry@bluerush.ca

Cautionary Statements

Certain statements in this press release are forward-looking statements. The reader is cautioned that assumptions used in the preparation of such information, although considered reasonable by BlueRush Media Group Corp. at the time of preparation, may prove to be incorrect.

Actual results achieved during the forecast period will vary from the information provided herein as a result of numerous known and unknown risks and uncertainties and other factors, many of which are beyond the control of BlueRush Media Group Corp. There is no representation by BlueRush Media Group Corp. that actual results achieved during the forecast period will be the same in whole or in part as those forecasts. All dollar amounts in this press release are Canadian dollars unless otherwise identified.

Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.