

BLUERUSH MEDIA GROUP CORP.

PRESS RELEASE

SYMBOL: BTV

BlueRush Increases Revenue by 83% and Maintains Profitability during the First Quarter

Toronto (Ontario), December 30, 2008 – BlueRush Media Group Corp. (TSX-V: BTV), is pleased to report the filing of the company's consolidated financial results for its first quarter ended October 31, 2008. 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 first quarter include:

- \$766,957 in revenue was realized during the quarter. This marks an 83% increase over the same period last year and a 17% increase over the most recent 4th quarter.
- Despite continued growth, BlueRush remained profitable as it posted a modest Net Income after tax of \$19,964 during the 1st quarter.
- BlueRush continues to conserve cash as it reported over \$462K in cash and cash equivalents; the company has no external debt; BlueRush has over \$1 Million in Working Capital as at October 31, 2008.

Larry Lubin, BlueRush President and CEO stated. "While our financial results remain positive, the company continues to execute on its business plan and still feels that it is at its infancy of its growth. While the downturn in the economy has affected many of our clients, our specialized digital marketing solutions remain a very important component of our client's marketing plan. While our revenue growth remains steady, BlueRush continues to search for additional digital solutions which may prove accretive to all stakeholders."

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

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 is a publicly listed company on the TSX Venture Exchange ("BTV"). For more information please visit www.bluerush.ca.

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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 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. There is no representation by BlueRush Media Group 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.

The TSX Venture Exchange does not accept responsibility for the adequacy or accuracy of this release.