

BLUERUSH MEDIA GROUP CORP.

PRESS RELEASE

SYMBOL: BTV

BlueRush Signs Memorandum of Understanding

Memorandum calls for a minimum of \$5 million in revenue over a 2 year period

Toronto (Ontario), February 7, 2008 – BlueRush Digital Media Corp. (“BlueRush”), a wholly owned subsidiary of BlueRush Media Group Corp. (TSX-V: BTV), announced today that it has signed a memorandum of understanding (“the memorandum”) with a leading Canadian Financial Institution to produce and develop rich media solutions over a 2 year period.

The memorandum calls for a minimum of \$5 million in contracted services to BlueRush over a two year term. Subsequently, management expects this agreement to have a positive impact on the company’s financial results. During the company’s third quarter ended April 30, 2008, BlueRush is expecting to generate over \$450,000 in revenue from this agreement.

For marketing and branding purposes the client has asked to remain anonymous.

Larry Lubin, BlueRush’s President and CEO added: “This is a great development for our company as it demonstrates our progression from a one-off provider of marketing solutions to a client’s digital marketing partner of choice. This memorandum will demonstrate our company’s ability to offer a variety of comprehensive rich media solutions as we become more immersed in our client’s digital marketing efforts.”

About BlueRush Media Group

BlueRush Media Group, 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.

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 forecast. All dollar amounts in this press release are Canadian dollars unless otherwise identified.

For more information please contact:

Laurence Lubin
President & CEO
larry@bluerush.ca
(416) 203 – 0618

Daniel Ezer
CFO
Daniel@bluerush.ca
(416) 203 – 0618

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