

## BLUERUSH MEDIA GROUP

PRESS RELEASE

SYMBOL: BTV

### **BlueRush Increases Revenue by 47% during the Second Quarter**

Over 6 month period, company surpasses fiscal 2007 revenue totals and maintains profitability

**Toronto (Ontario), March 14, 2008** – BlueRush Media Group Corp. (TSX-V: BTV), is pleased to report the filing of the company's consolidated financial results for its second quarter ended January 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 second quarter include:

- Revenue of \$618,024 was achieved: Over the first two quarters of 2008, BlueRush has eclipsed revenue generated over all four quarter of 2007 by 84%.
- Profitable: BlueRush reports Net Income Before Taxes of \$100,876 during the 2<sup>nd</sup> quarter - a 35% increase over the previous quarter
- New Clients: Bell Canada, AGF and Remax contract BlueRush for its digital marketing solutions
- Recurring Business: BlueRush signs \$5 million Memorandum of Understanding and continues to work with some of Canada's largest institutions: Manulife, Scotiabank, Franklin Templeton and Royal LePage.

Larry Lubin, BlueRush President and CEO stated. "I am very pleased with BlueRush's performance to date and give thanks to our employee's dedication and hard work. With each and every project, we strive to exceed our client's expectations as this is the most efficient method of realizing positive and sustainable financial results. Over the past two quarters we have realized significant growth in demand for our digital marketing solutions, as key corporate decision makers are increasingly recognizing BlueRush as the leader in digital media production. Through our unique deliverables and hard work ethic, we aspire to continue to execute our long-term business plan to the benefit of all shareholders."

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

### **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](http://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 or 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.

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