

MEDIA RELEASE

BATTLE TO STOP SPREAD OF H1N1 RECEIVES A DIGITAL BOOSTER SHOT

Physicians from McGill University Health Centre team with web tech firm BlueRush to take an innovative approach to H1N1 education with www.h1n1.btvhealth.com

BTV:TSX Venture Exchange

(Nov 5, 2009) - Toronto, Ontario – BlueRush Digital Media Corp. (“BlueRush”), and physicians from McGill University Health Centre (“MUHC”) today unveiled www.h1n1.btvhealth.com, a new website that uses the latest in online communication technology to help Canadians understand and better fight the spread of H1N1. The highlight of the new site is a series of streaming videos and audio podcasts featuring physicians from MUHC discussing the latest information on H1N1, from how it is spread to tips on prevention.

“The most important aspect about battling a virus such as H1N1 is prevention,” said Dr. Michael Churchill-Smith, Director of International Affairs, MUHC. “Nationally only about 1% to 2% of our healthcare dollars goes to prevention. The rest is spent on treatment. Using web communication technologies is one of the most effective ways we can get the most out of that allocated budget”.

The challenge for the doctors and BlueRush was to cut through all of the noise about H1N1 and present the information in an easy to understand form.

“Our goal was to create a site that gives people practical information they can use in every part of their day. We have separate H1N1 prevention videos for home, work and school environments,” says Len Smofsky, Executive Vice President, BlueRush.

In addition to the videos, the site offers a series of podcasts that explore the latest developments in the H1N1 battle. The first one discusses the H1N1 vaccination.

“With concerns rising, it's essential that Canadians have access to easy to understand, accurate information on all aspects of H1N1,” added Dr. Churchill-Smith. “BlueRush’s donation of time, talent and technology to build this site has made it possible for us to take a greater role in providing information on H1N1 and spread the prevention message.”

While the physicians from MUHC provided the healthcare expertise, the job of packaging and delivering that message fell to, BlueRush one of Canada’s leading web communication and marketing companies. Best known for their innovative work in web based interactive media, BlueRush also works with MUHC and other organizations to provide medical content to client sites.

“We applied the same principals to this project as we do with all of our client sites. Use the latest and best tools available, including our own proprietary technologies, to build effective web based communication vehicles,” said Larry Lubin, President and CEO of BlueRush. “While there are other H1N1 focused sites on the web, our approach of using our tested formula of high quality streaming video and podcasts, combined with more traditional text, is the right one to tackle the H1N1 issue.”

Research from the advertising industry shows that rich media, such as streaming video, is much more effective in generating awareness and message association. BlueRush’s own client research reveals that streaming videos significantly increases the time visitors spend on a web site. However, according to Lubin, content is key.

“The videos, featuring real doctors in a simple, straight forward manner, help bring credibility to the information that visitors just can’t get from reading a web page alone,” noted Lubin. “With 84% of internet users connecting via broadband and using the internet nearly 13 hours a week this is perfect medium for providing the public with essential health information.”

Some of the highlights of the videos:

- How is H1N1 spread?
- When to see a doctor?
- Reducing your risk at work
- Reducing your risk at home

- Reducing your risk at school

The web site and videos can be viewed in its entirety at this link: www.h1n1.btvhealth.com. BlueRush is making this content available to other distribution networks including company websites and media outlets.

The McGill University Health Centre (MUHC) is a comprehensive academic health institution with an international reputation for excellence in clinical programs, research and teaching. Its partner hospitals are the Montreal Children's Hospital, the Montreal General Hospital, the Royal Victoria Hospital, the Montreal Neurological Hospital and Institute, the Montreal Chest Institute and the Lachine Hospital. The goal of the MUHC is to provide patient care based on the most advanced knowledge in the health care field, and to contribute to the development of new knowledge. www.muhc.ca

BlueRush Media Group Corp., through its wholly owned subsidiary, BlueRush Digital Media Corp., is a Canadian 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 media: Internet, Web TV, iPods, Mobile Phones, Digital Signs and In-store 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 ("BTV").

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If you would like more information or have an interest in setting up an interview with someone from the McGill University Health Centre or Blue Rush, please contact:

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