



BTV: TSX Venture Exchange

October 14, 2011

BLUERUSH ANNOUNCES MANAGEMENT CHANGES AND GRANT OF STOCK OPTIONS

Toronto, Ontario – BlueRush Media Group Corp. (“**BlueRush**”) (TSXV:BTV) is pleased to announce today the appointments of Jay Cashmore to the board of directors, and Bryce Walker as Chief Financial Officer. These appointments fill vacancies created by the departure of Howard Hannick, former Chief Financial Officer of BlueRush, and Haron Ezer, a former director of BlueRush.

Jay Cashmore has over forty years in the IT Industry, mainly in the financial services and healthcare sectors (the two primary sectors that BlueRush serves). His career has encompassed most facets of IT, project management, technical support, sales, and consulting, to general and executive management. Mr. Cashmore has a broad background in the financial services sector, having been fortunate to work with all the major banks and many credit union centrals, investment dealers, mutual fund managers and insurance companies. Most of his involvement over the last thirty plus years have been focused on software development and the provision of related support and processing services to many of the large Canadian financial institutions. Jay was President and CEO of two private companies and one public company listed on the TSX.

Bryce Walker has ten years of experience in public accounting. He is currently a partner at DNTW Chartered Accountants, LLP, and is the lead engagement partner on many public company audits listed on the OTC, TSX and Nasdaq exchanges. Bryce also provides various consulting services to public companies and has extensive knowledge in Canadian, US and International generally accepted accounting principles. Bryce also has extensive experience providing consulting and tax planning services to owner-managed businesses. Bryce earned his Bachelor of Commerce from Ryerson University in 2002 and obtained his designation as a Chartered Accountant in 2004. Bryce is a member of the Institute of Chartered Accountants of Ontario.

Prior to Mr. Ezer’s resignation the board of directors of BlueRush approved the grant of 150,000 stock options to Mr. Ezer at an exercise price of \$0.10 per common share expiring on October 13, 2021. However due to his resignation his options will now expire on October 14, 2012.

BlueRush currently has 32,318,000 issued and outstanding common shares and accordingly can grant up to 3,231,800 stock options pursuant to its stock option plan. Subsequent to the grant announced today, BlueRush currently has 1,471,666 stock options outstanding.

About BlueRush Media Group Corp.

BlueRush, through its wholly owned subsidiary, BlueRush Digital Media, 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”.

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