

# BITRUSH CORP. LAUNCHES FIRST PROVABLY FAIR SOCIAL GAMING PORTAL WAGGAWAGGA

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TORONTO, ONTARIO, September 6<sup>th</sup>, 2016 – BitRush Corp. (“BitRush” or the “Corporation”) is pleased to announce that its UK-based subsidiary START-IT launched its provably fair social gaming portal WAGGAWAGGA ([www.waggawagga.co](http://www.waggawagga.co)) with a global “player-versus-player” tournament based on its own POTS game ([www.waggawagga.co/pots](http://www.waggawagga.co/pots)).

WAGGAWAGGA is positioned as a cryptocurrency-based gaming portal that provides payment services & other back office and marketing services to game developers and game publishers. All payments between players and portal-connected games are done with BitRush’s ANOON payment services. For the specific needs of the gaming industry ANOON developed a so called Gaming Token that enables users to register and sign-in to WAGGAWAGGA with a digital token. With a single sign-in users have access to all connected games. The Gaming Token is directly connected with the user’s ANOON Wallet thus all payments are cleared real-time between the user wallet and the game operator wallet.

START-IT plans to develop WAGGAWAGGA into a social gaming Hub and traffic aggregator, attracting gamers as well as publishers and to make revenues and profits with small commissions on each game played. WAGGAWAGGA should be a highly attractive alternative for gaming operators as they don’t have to worry about payment and other back office services and they get access to the portal’s growing audience.

The launch campaign was a joint effort between START-IT; ADBIT, BitRush’s own bitcoin-based ad network, and CoinTelegraph, a leading media site within the blockchain ecosphere. During the WAGGAWAGGA launch campaign from Sept. 1 to Sept. 5 more than 10,000 users registered with ANOON and WAGGAWAGGA. ADBIT alone delivered more than 40,000 Clicks to the tournament and proved its strategic importance for BitRush’s marketing activities. Within the tournament, nearly 24,000 sessions have been started with WaggaWagga from more than 22,000 users, 33% of whom were from the US and another 16% from Asian markets. Approximately 3,000 active players participated in the tournament and played with their Bitcoins.

The event was summarized in the words of Sven Wollner, director at START-IT: “The WaggaWagga tournament marked a successful launch for the platform. The interest was high and feedback was overwhelmingly positive, especially regarding the format of the game Pots and overall appeal of the portal. The feedback was also very valuable to us for the future development of WAGGAWAGGA. Players can expect more rooms for specific types of players in Pots and three new games in the near future. The AdBit campaign and strong support from our partners CoinTelegraph and Decent brought in highly engaged players in terms of game and chat activity.”

BitRush sees the gaming industry as a highly attractive industry for its payment services and an efficient way to address its strategic target audience: “WaggaWagga is a perfect vehicle for BitRush to introduce its ANOON payment services to the most promising audience, the Millennials and the Generation Z. With WAGGAWAGGA and its social spirit we hope to load the ANOON brand with all that’s necessary to address this audience” says Werner Boehm, BitRush CEO.

## About BitRush

BitRush Corp. is a pioneering Canadian FinTech company focused on cryptographic blockchain technology. BitRush™ has chosen to go to the public markets as a startup to allow all types of investors, from individuals to institutions, to participate in the potential value appreciation of a FinTech “startup built by grownups”, that otherwise would usually have taken place in the private markets accessible only to VCs and accredited investors.

BitRush™ ([www.BitRush.co](http://www.BitRush.co)), based in Toronto, but with teams active in Asia, Eastern Europe, Western Europe and North America has 3 main business verticals all built on our core universal transaction processing technology ANOON™, which includes payment processing services ([www.ANOON.co](http://www.ANOON.co)), gaming technologies ([www.WaggaWagga.co](http://www.WaggaWagga.co)) and online advertising services ([www.AdBit.co](http://www.AdBit.co)). We either use these technologies in our own businesses or provide our services to or for qualified partners and or clients.

BitRush operates a range of websites with more than 20 million Unique Users per month generating up to 50 million nano and micro-payments per month. Those nano and micro-payments are processed by BitRush’s proprietary universal payment platform ANOON (patent pending). BitRush’s ad network AdBit ([www.adbit.co](http://www.adbit.co)) has more than 90,000 registered users on more than 8,000 connected websites generating 2.6 Billion ad impressions per month.

BitRush intends offer BitRush debit cards to consumers and businesses to perform their payments anywhere Visa and MasterCard debit cards are accepted, worldwide.

BitRush™ offers solutions in the B2C, B2B, C2B and C2C markets. Join BitRush™, either as a consumer user, as a business or both benefiting from our unique services, features and pricing, that only our proprietary blockchain based technologies allow.

With our core technologies already developed, BitRush™ plans to scale each of our businesses.

BitRush Corp. is traded on the Canadian Securities Exchange (CSE: BRH) and the Frankfurt Stock Exchange: (symbol:0XSN).

BitRush, AdBit, WaggaWagga and ANOON are trademarks of BitRush Corp.

## FORWARD LOOKING INFORMATION

**This press release is for informational purposes only and is not an offer to buy or the solicitation of an offer to sell any securities in any jurisdiction.**

This press release contains certain “forward-looking information”. All statements, other than statements of historical fact, that address activities, events or developments that the Corporation believes, expects or anticipates will or may occur in the future (including, without limitation, statements relating to the launch of branded debit cards by the Corporation, the timing thereof and anticipated revenues and profitability relating thereto and BitRush’s expectations with respect to the potential market for blockchain-based debit cards for unbanked adults) constitute forward-looking information.

This forward-looking information reflects the current expectations or beliefs of the Corporation based on information currently available to the Corporation as well as certain assumptions including, without limitation, the ability of the Corporation to integrate the payment systems of MasterCard and Visa in a successful manner through the Wave Crest agreement; the ability

of the Corporation to successfully launch its branded debit cards as anticipated; the ability of the Corporation to successfully tap into the unbanked adult market and its ability to generate sales and fees as anticipated. Forward-looking information is subject to a number of significant risks and uncertainties and other factors that may cause the actual results of the Corporation to differ materially from those discussed in the forward-looking information, and even if such actual results are realized or substantially realized, there can be no assurance that they will have the expected consequences to, or effects on the Corporation. Factors that could cause actual results or events to differ materially from current expectations, include, but are not limited to, the inability of the Corporation to integrate the said payment systems successfully and in a timely manner, if at all; the lack of use of crypto currencies such as Bitcoins; the lack of a market for blockchain-based debit cards developing for unbanked adults; the failure to develop and sell branded debit cards and the use thereof being inferior than as anticipated by the Corporation; and competition from others delivering cryptographic payment solutions .

Any forward-looking information speaks only as of the date on which it is made and, except as may be required by applicable securities laws, the Corporation disclaims any intent or obligation to update any forward-looking information, whether as a result of new information, future events or results or otherwise. Although the Corporation believes that the assumptions inherent in the forward-looking information are reasonable, forward-looking information is not a guarantee of future performance and accordingly undue reliance should not be put on such information due to the inherent uncertainty therein.

On behalf of the Board of Directors,

Karsten Arend

President, Director

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