

## **BITRUSH CORP. LAUNCHES ANOON CRYPTOGRAPHIC DEBIT CARD SERVICES**

*NOT FOR DISTRIBUTION IN THE UNITED STATES OR TO US NEWSWIRES*

TORONTO, ONTARIO, June 29<sup>th</sup>, 2016 –BitRush Corp. (“BitRush” or the “Corporation”) is pleased to announce that its UK-based subsidiary ANOON Transaction Services Ltd has beta-launched its ANOON ([www.anoon.co](http://www.anoon.co)) debit card-enhanced and rebranded cryptographic payment service today.

The ANOON payment platform has been redesigned and reworked over the last couple of months to integrate credit card payment networks, thus customers are able to order a VISA Debit Card now to spend cryptocurrency credits in real money online, offline and at ATM's. The Debit Card integration has been done in close partnership WaveCrest Ltd (<http://www.wavecrest.qj>), a regulated financial services provider and one of the top European FinTech Startups.

ANOON is a Universal Multi-Currency Payment Platform based on BitRush's proprietary cryptographic technology (patent pending). As ANOON doesn't use blocks to confirm transactions it isn't a “blockchain system” in the narrow sense of the word but it is based on a distributed ledger architecture (DLA) and a decentralized cryptographic consensus algorithm. Like other blockchains (Bitcoin, Ethereum etc.) ANOON operates on the basis of a distributed (decentralized) node system but the participation in the ANOON ecosphere, i.e. downloading the application and operating a node, requires permission. ANOON's distributed ledger implementation records “chains-of-balances” in a way that allows real-time confirmation of transactions without the “blockmining delay”. The ledger is not public but only visible to the permissioned node partners.

Even though ANOON is a private system it is designed to open interconnect with incumbent payment systems as well as blockchains using RESTful APIs. ANOON has integrated the Bitcoin Blockchain, thus users can deposit Bitcoins to their ANOON Wallets and spend them in real money using their ANOON Debit Cards. The conversion between currencies (Cryptocurrency-to-FIAT and FIAT-to-Cryptocurrency, Cryptocurrency-to-Cryptocurrency) is done real-time by a smart conversion engine whereby ANOON is integrated with several Cryptocurrency exchanges and brokers via API.

BitRush's vision is to develop ANOON into the SWIFT or ACH of the “age of blockchain”, with incumbent financial institutions as partners and ANOON Node Operators. Consequently ANOON has been designed to co-evolve the traditional financial services industry into the next generation payments world: universal, secure, mobile, smart, fast and efficient.

Over the last couple of months BitRush has already started to build up a global ecosphere around ANOON, integrating its own websites as well as partner sites. Among those ANOON partners that will soon accept ANOON payment services, are leading gaming brands like Betsafe.com as well as leading binary options platforms like Tradologic.

BitRush owned websites and online services like the blockchain based ad network AdBit ([www.adbit.co](http://www.adbit.co)), the recently launched cryptographic gaming portal WaggaWagga ([www.waggawagga.co](http://www.waggawagga.co)) and the Bitcoin Lottery Lucky Numbers ([www.lucky-numbers.co](http://www.lucky-numbers.co)), have been the laboratory to experiment and test ANOON. The ecosphere around BitRush's websites

attracts up to 17 Million Unique Users (Source Google Analytics and Cloudflare) per month, producing up to 50 Million Micro- and Nano-Payment Transactions per month. BitRush has experimented a lot with its own user base to address their needs and find a sustainable business model.

ANOON has been launched in beta mode and will be tested with limited functionality with a focus on the Debit Card and FIAT Payment Interfaces. Thus, users can already order their debit cards (virtual and plastic) and/or use their wallets to make cryptocurrency transactions. They can also order their VISA Debit Card to spend their cryptocurrency credits in FIAT money (online/offline/ATM). Based on a successful beta phase BitRush intends to integrate its partners.

“It was very important to us to develop a cryptographic payment system that allows for real-time confirmations of transactions to do real business. To us, ANOON is an evolution of the already existing blockchains, an evolution that is based on the experiences with Bitcoins, Ethereum and other pioneering technologies.” Said Joachim Kalcher, BitRush CTO.

#### 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 17 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 (patent pending). BitRush’s ad network AdBit ([www.adbit.co](http://www.adbit.co)) has more than 62,000 registered customers performing up to 500,000 micro-payments per day.

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,

Warren Hawkins

Corporate Secretary

For further information, contact Werner Boehm at [werner.boehm@bitrush.co](mailto:werner.boehm@bitrush.co) or Karsten Arend at [karsten.arend@bitrush.co](mailto:karsten.arend@bitrush.co).