

January 24, 2011

*A clarion is a medieval trumpet that had clear, shrill tones. Trumpets were often used to get people's attention when making announcements. We are also using "clarion" in the context of making announcements, as well as being thought-provoking when sharing our information and opinions with those people who are interested in new investment ideas.*

### *for your Information*

For those of our readers who enjoy our newsletters, articles, and research reports, we would love to hear from you.

Also, if you like what you read, we would appreciate it if you would pass on the availability of our service to your friends.

On our [www.eresearch.ca](http://www.eresearch.ca) website, our Research is FREE to anyone who subscribes. All that is needed is a name and an e-mail address.

#### **Also, Opportunity Knocks:**

In our Capital Raise Division and in our Business Development Group. See Page 4.

## **Topic: Inflation Is Coming**

Inflation is coming! Inflation is coming! You are going to hear this more and more as 2011 marches on.

To date, inflation has been occurring primarily in the emerging countries: China, India, Brazil, Venezuela, South Korea, Thailand, and Indonesia, amongst others. The biggest culprit has been volatile food prices. However, the volatility of commodity prices that existed throughout 2010 has impacted many developing countries, especially in Europe, threatening food supplies, and causing civil unrest in such countries as Tunisia, Algeria, and Egypt. Oil, sugar, and rice have all sky-rocketed.

In the United States, with high unemployment and spare capacity, inflation has been subdued. But it is like a coiled spring ready to snap. All that fiscal stimulus eventually has to lead to rising inflationary forces, which will cause rising interest rates, which will restrain economic growth, which will impede lowering unemployment, which will restrain consumer spending, which will cause rising interest rates, which will restrain economic growth, ...

Action has been taken on the inflationary front by China, India, and other countries. All of this has made many stock markets very nervous. Only three weeks into 2011, and the Shanghai Composite is down 3.3%, Mumbai is off 7.3%, Mexico is lower by 3.2%, and Sao Paulo Bovespa is down 0.2%. Contrast that with the Russia RTS up 6.2%, the Paris CAC up 5.6%, Frankfurt up 2.1%, Hong Kong up 3.7%, Tokyo up 0.4%, Madrid up 9.8%, and Milan, 9.5%. The DJIA has risen 2.5%, the S&P500 2.0%, but the commodity-laden Toronto S&P/TSX Composite is down 1.4%.

Since the beginning of September 2010, North American stock markets have been on an unrelentless tear. The DJIA is up 19%, the S&P500 23%, and the Nasdaq 24%. The Canadian commodity-influenced S&P/TSX Composite is only up 11%.

It is time for a stock-market breather. A meaningful pull-back would be healthy for this bull market, but I am betting it will only be about 5%-7%.

*Bob Weir*, CFA, and Managing Director, Research Services

## Quick Facts

### One Year Chart (BTV)



Source: [www.bigcharts.com](http://www.bigcharts.com)

**Price (Jan. 24/11):**

**\$0.11**

**52-Week High-Low:**

**\$0.13 - \$0.04**

**Average Daily Volume:**

**50-day: 28,400**

**200-day: 34,700**

**Shares Outstanding:**

**32.3 million**

**Market Capitalization:**

**\$3.55 million**

**Year-End:**

**July 31**

**Symbol: TSX-V: BTV**

**Website: [www.bluerush.ca](http://www.bluerush.ca)**

## Stock-of-the-Week

### BlueRush Media Group Corp. (BTV: TSX-V)

BlueRush provides full-service digital marketing media by combining leading-edge technology with award-winning interactive production. Utilizing advanced technology, such as Rich Media and Web 2.0, the Company produces creative marketing solutions for distribution via the Internet, web television, mobile devices, podcast, e-newsletters, digital signage, and in-store kiosks. Recognizing the increasing dependency on the Internet, the Company visualized helping businesses to create a distinct competitive advantage by aligning their marketing and web strategies.

Key priorities for management include the following: (1) Provide products and services that target the rapidly-growing wireless mobile market; (2) Explore and develop solutions that could be licensed and generate more stable and recurring fee income; (3) Secure a stable primary client base by working closely with leading financial services institutions; (4) Expand the clientele base in the healthcare/pharmaceutical sector and then the education sector; (5) Explore potential acquisitions that would further enhance technology or production expertise and/or expand its clientele base; and (6) Set up sales in the U.S.A. to leverage into its rapidly-evolving technology area as well as a larger market.

BlueRush's operations include the following: (1) Professional services; (2) Resaleable content; and (3) Licensed technology.

*Professional services* currently generate most of the Company's revenue. These include all of the individual contracted projects for clients. As such, these are mostly one-time commitments, with the occasional renewal or follow-up assignments.

*Resaleable content* is an extension of BlueRush's professional services. By substituting different content and/or repackaging existing products, the Company is able to serve additional clients in a more cost-efficient manner.

*Licensed technology* is BlueRush's current focus. It possesses the most scalable growth as it strives to generate potentially recurring revenue by extending the current operations. This includes selling flexible modules designed to be adaptable into different applications.

Additional information on BlueRush Media Group Corp. is provided on our website: <http://www.eresearch.ca/profile.asp?companyID=544>.

**New eResearch  
Material Since  
January 17, 2011:**

**1. Initiating Reports**

**None**

**2. Update Reports  
and Bulletins**

[Nortec Minerals](#)  
**01/21/2011**

[Duran Ventures](#)  
**01/18/2011**

[BlueRush Media  
Group Corp.](#)  
**01/18/2011**

[Score Media Inc.](#)  
**01/18/2011**

**3. Analyst Articles**

[Stock Market  
Timing](#)  
**01/20/2011**

In addition to these reports and articles, our full complement of research is available at [www.eresearch.ca](http://www.eresearch.ca)

**BriefCase**

*NewsBytes from January 10 – January 21, 2011*

Additional information on the companies featured in NewsBytes may be found at [www.sedar.com](http://www.sedar.com), and at [www.eresearch.ca](http://www.eresearch.ca).

For the latest eResearch publications, see sidebar opposite.

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**Botswana Metals Limited (A\$0.11 - January 10, 2011; BML-ASX - Australian) ....** Botswana Metals reported final assay results from drill hole DBRC014 at its Dibete prospect, one of four target areas at Botswana Metals' potential volcanic massive sulphide (VMS) discovery in Botswana. The assay results included 38 metres grading 1.72% Cu and 119 g/t Ag from a depth of 16 metres (including 3 metres at 9.16 Cu and 894 g/t Ag). The results confirm a supergene (near surface) style of mineralization in a weathered zone over an inferred 200-metre strike length. Mineralization on line 6100 E, which contains DBR014, is open to the north, west and east, and was intercepted at a depth of 16 metres from surface.

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**Groundstar Resources Limited (\$0.65 - January 18, 2011; GSA-TSX-V) ....** Groundstar has announced that the WKO - 1X exploration well, (operated by Energean Oil and Gas) on the West Kom Ombo block in Upper Egypt, was drilled to 3,253 feet, but no hydrocarbon-bearing reservoirs were encountered, and the well was plugged and abandoned. The Sino Tharwa ST-2 rig is being moved to Prospect B, about 100 km southwest of WKO - 1X. Groundstar has a 10% net interest that is carried by Energean Oil and Gas for up to \$30 million of gross expenditures.

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**SLAM Exploration Ltd. (\$0.19 - January 20, 2011; SXL-TSX-V) ....** SLAM announced assay results grading up to 47.69 g/t Au over 0.5 metre from three holes (RS10-20 to RS10-22) at the Company's wholly-owned Reserve Creek gold project in the Fort Hope gold area of Ontario. This intercept occurs within a 15.10-metre core interval grading 9.02 g/t Au at a depth of 100.9 metres in hole RS10-21.

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**Cadillac Ventures Inc. (\$0.25 - January 20, 2011; CDC-TSX-V) ....** Cadillac Ventures announced assay results from the third shallow hole in the Company's ongoing drill program at the San Platon project in the Region of Andalusia in Spain. Assays averaged 1.3 g/t Au and 0.61% Cu over 19.05 metres. Positive results have been received from all three of the holes drilled to date.

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**Dia Bras Exploration Inc. (\$3.00 - January 21, 2011; DIB-TSX-V) ....** Surface sampling at Dia Bras' San Patricio prospect, on the wholly-owned Bacerac property in the State of Sonora in Mexico, has identified high grades of silver and gold. An excavator is cutting trenches 400 metres long, at spacing of 100 metres. It is expected that results from surface sampling, trenching and mapping will identify several high-priority targets for drilling in the second quarter of the year.

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## Opportunity Knocks

### 1. Capital-Raise Executive

Do you know the Street? We require an executive to assist us in raising capital for our Covered Companies. We have the product; we just need to place it.

### 2. Business Development

We are interested in adding one or two additional business development people to our team. Anyone with a penchant for sales, please consider us.

### 3. Contact

If you are interested in becoming part of our team, in either our Capital Services Division, or as part of our Business Development Group, please contact Bob Weir at: [bweir@eresearch.ca](mailto:bweir@eresearch.ca).

"Research is the  
bedrock underpinning  
all capital markets"

## Monthly Top Ten

(Includes reports and articles only)

The top ten downloads from [www.eresearch.ca](http://www.eresearch.ca) since December 27, 2010:

1. Groundstar Resources Limited, Perspective, January 6
2. Plutonic Power Corporation, **StockPotentials**, January 12
3. Currie Rose Resources Inc., **StockPotentials** Perspective, January 10
4. Antioquia Gold Inc., Perspective, January 12
5. Foundation Resources Inc., **StockPotentials**, December 31
6. SLAM Exploration Ltd., Perspective, December 16
7. Duran Ventures Inc., Perspective, January 18
8. Greenock Resources Inc., Perspective, January 11
9. BlueRush Media Group Corp., Update Report, January 18
10. Novus Energy Inc., **StockPotentials**, December 22

## Bi-Weekly Top Five

(Includes reports and articles only)

The top five downloads from [www.eresearch.ca](http://www.eresearch.ca) since January 10, 2011

1. Plutonic Power Corporation, **StockPotentials**, January 12
2. Currie Rose Resources Inc., **StockPotentials** Perspective, January 10
3. Antioquia Gold Inc., Perspective, January 12
4. Duran Ventures Inc., Perspective, January 18
5. Greenock Resources Inc., Perspective, January 11