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Big Rock Labs Adds Kashif Shaikh and Uzair Khan to Toronto iOS Engineering Team

Vancouver, BC and Toronto, ON - July 7, 2014 - Big Rock Labs Inc. (“Big Rock” or the “Company”) (CSE: BLA) is pleased to announce that it has added two experienced iOS engineers to its Reach development team in Toronto. Mr. Shaikh and Mr. Khan will be working closely with Big Rock Labs CEO Karl Pawlowicz and technical director Mike Stinson. An overview of their past key accomplishments follows:

Kashif Shaikh

- Started new technology company to deliver a BlackBerry Messenger (BBM)-like social-based chat app for iPhone, Android and other in-market mobile platforms
- Key member of the BlackBerry Software Infrastructure development team. Responsible for developing scalable, high performance and mission critical software for BlackBerry's massive message routing network
- Holds a Bachelor in Computer Science from Ryerson University, Toronto

Uzair Khan

- Past clients include PointClickCare, QuickPlay Media, Rogers Communications, Deloitte Consulting, Bell Canada and IBM Canada
- Holds a Bachelor of Software Engineering from University of Waterloo

“I welcome Mr. Shaikh and Mr. Khan to our team. Our strong software engineering team at Big Rock will allow us to rapidly advance our first product Reach,” commented Karl Pawlowicz, CEO, “We are on track to test the beta version of Reach in August and launch this exciting product on the Apple App Store in early September 2014.”

Big Rock is currently developing two iPhone/iPad/Android and browser apps:

Reach: Make Real Connections - www.thereachapp.com

Reach will be a mobile app that lets professionals make real connections with other professionals in their area.

In recent years, the world has seen a shift in behaviour that has sacrificed conversation for connection. Leveraging the power of social networks as a first step in making connections, Reach restores the power of long-lasting, dynamic relationships by helping professionals make a real handshake. Since May 2003, LinkedIn has built a user base of 225 million professionals and is now the most respected professional network worldwide. LinkedIn has encountered a problem where the bulk of these connections never develop into business or face-to-face encounters. Reach will allow LinkedIn users to connect with local professionals in their area, on the go in seconds, generating local career opportunities much like Yelp has done for local businesses worldwide.



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Hostello: Spend Less, Experience More - www.hostelloapp.com

Hostello strives to become the world's easiest way to book quality budget accommodations on the go.

Shifts in the global economy have created new travel consumption models which favor value and flexibility. This disruptive shift in consumer behaviour has led to the rise of a sharing economy, and with it, budget accommodations such as hostels and peer-to-peer (P2P) room rentals. Hostello will be a free tool that helps travelers find and book high value budget accommodations quickly and confidently by curating results. With hotel customers flocking to P2P services and low to medium priced hostel booking technology being largely undeveloped, Hostello will bridge these gaps as the essential booking platform of the future.

About the Company

Big Rock Labs (CSE: BLA) is an emerging Canadian technology company that specializes in digital product research and development. The Company is led by seasoned entrepreneurs Karl Pawlowicz as CEO and Director and Harald Seemann as CFO and Director. In addition, Big Rock has retained experienced tech advisor and mentor Matthew Kaine as Advisor and Director. Big Rock creates disruptive products that grow organically, engage and retain users through unique experiences. The company is currently developing two iPhone/iPad/Android and browser apps: Reach and Hostello.

Mr. Pawlowicz was the Founder/CEO of Motion Season Studios Inc., a digital production company. He also worked for Crispin Porter + Bogusky, Zig Ideas, PUSH Interactive and Climax Media in Toronto. Mr. Seemann was Co-Founder/CEO of Global Investor Partners Inc., a leading investor relations firm. He also worked for Deutsche Bank in London, UK, Société Générale in Paris and Thomas Weisel Partners in Toronto. Next to being Account Director at Pivot Design Group, Mr. Kaine is actively involved in Ryerson University's Digital Media Zone, Hacking Health and the MaRS Discovery District in Toronto.

Further information about Big Rock Labs is available on our website: www.bigrocklabs.com and on the CSE website: www.thecse.com

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The CSE has not reviewed, nor approved or disapproved the content of this press release.

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