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Big Rock Labs Announces Successful Dual Listing on the Frankfurt Stock Exchange, Enters Reach iOS Testing Phase and Android Development

Vancouver, BC and Toronto, ON - July 28, 2014 - Big Rock Labs Inc. (“Big Rock” or the “Company”) (CSE: BLA) is pleased to announce that next to the Canadian Securities Exchange, its shares are now also trading on the Frankfurt Stock Exchange (FSE) in Germany since July 16, 2014. The Company’s trading symbol on FSE is “BR1” and the stock identification number is “A116BN”.

This successful dual listing is another positive milestone for the Company. Europe’s large capital markets give Big Rock more options in financing its rapid growth. The additional following of the Company’s progress by European investors will increase Big Rock’s profile significantly.

Big Rock is also pleased to announce that it has completed iOS development of the beta version of its first product Reach and is currently running extensive tests of the Reach iPhone and iPad application. The launch of this exciting product on the Apple App Store is planned for early September 2014.

The Company will begin development of an Android version of Reach in early August 2014 with an estimated completion in early October 2014. A launch of the Reach application on iOS and Android will maximize the full potential of Reach as it will be available on over 90% of smartphone devices across the world, according to the latest smartphone sales data from Kantar Worldpanel ComTech.

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

Reach: Real Career Opportunities - www.thereachapp.com

Reach is a free mobile social networking app that utilizes location-based technology to connect professionals in their area. Reach advances career growth by helping users --- both with and without a LinkedIn account --- find and shake hands with other professionals nearby.

Since May 2003, LinkedIn has built a user base of 260 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.

Reach strives to reinvent networking in cafes, airport lounges, common areas, conventions and meetup groups. The app aims to disrupt lines of business such as recruiting, event organizing, local business marketing and start-up culture.

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

Hostello will be a free mobile and web travel app that strives to become the world’s easiest way to book quality budget accommodations on the go.



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Shifts in the global economy have created new travel consumption models which favour 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 plans to bridge these gaps as the essential booking platform of the future.

About the Company

Big Rock Labs (CSE: BLA, FSE: BR1) is an emerging Canadian technology company that specializes in digital product research and development. The Company is currently developing two iPhone, iPad and Android apps to capitalize on the fast-growing sharing economy: Reach and Hostello. Big Rock has a team of expert software engineers who create disruptive products that grow organically, engage and retain users through unique experiences. The Company is led by seasoned entrepreneurs Karl Pawlowicz and Harald Seemann. In addition, Big Rock has retained experienced tech advisor and mentor Matthew Kaine.

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.

Forward-Looking Information

This press release may include forward-looking information within the meaning of Canadian securities legislation concerning the business of the Company. Forward-looking information is based on certain key expectations and assumptions made by the management of the Company, including future plans for development of technologies by the Company. Although the Company believes that the expectations and assumptions on which such forward-looking information is based are reasonable, undue reliance should not be placed on the forward-looking information because the Company can give no assurance that they will prove to be correct. Forward-looking statements contained in this press release are made as of the date of this press release. The Company disclaims any intent or obligation to update publicly any forward-looking information, whether as a result of new information, future events or results or otherwise, other than as required by applicable securities laws.