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Big Rock Labs Expands Reach iOS Foursquare Integration, Testing Phase Nears Successful Completion

Vancouver, BC and Toronto, ON - August 19, 2014 - Big Rock Labs Inc. (“Big Rock” or the “Company”) (CSE: BLA, FSE: BR1) is pleased to announce that it has added key Foursquare features to its Reach iOS version which significantly improve the user experience of the app.

Foursquare is the industry leader in location-based social networking. Since March 2009, Foursquare has grown to 45 million users and over 30 million venues. By integrating Foursquare's application programming interface (API) with Reach, Reach offers its users over 30 million venues to check into, as well as detailed venue information such as Location, Hours of Operation, Menu Information, Prices, Wi-Fi Availability, etc.

With Foursquare's large retail market penetration and reliable crowdsourcing of information, it continuously ensures location data is up to date. While looking at third party services to integrate with, Big Rock only selects the highest quality platforms. This ensures every aspect of the Company's applications delivers the best level of performance and relevance to the current and future user base of Big Rock's apps.

Big Rock is also pleased to announce that it is nearing successful completion of the iOS testing phase of its first product Reach. The launch of this exciting iPhone and iPad application on the Apple App Store is planned for early September 2014. The Company has started 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 in the final stages of developing the following iPhone, iPad and Android app:

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 over 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.

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.



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About Foursquare

Foursquare has grown to become the most trusted source by locals and tourists for reviews and recommendations by real people. With location tagging and write-ups sourced by its users, Foursquare has achieved a high level of transparency conveyed by a superior interface which has shifted attention and users from traditional review columns and other online platforms such as Yelp and TripAdvisor. Foursquare analyzes user's locations to help them find great places and the best tips for bars, restaurants and other venues when they are in a specific area. Foursquare users are encouraged to leave tips about the places they frequent. They get recommendations of restaurants and bars based on places they have visited. A sushi lover exploring a new town might see suggestions on the best sushi spots appear on his or her smartphone. This versatile, crowdsourced model that has been a part of Foursquare from its launch still lives on today.

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, who is actively involved in the Digital Media Zone at Ryerson University and the MaRS Discovery District in Toronto. Further information about Big Rock Labs is available at 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.