



CREATE. DISRUPT. ENGAGE.

Reach iOS 1.0 Available for Download on the Apple App Store – Free App for Real Career Opportunities

Vancouver, BC and Toronto, ON – September 24, 2014 - Big Rock Labs Inc. (“Big Rock” or the “Company”) (CSE: BLA) (FSE: BR1) is pleased to announce that its key product, the Reach app, has been approved by Apple and is available for download here:

<https://itunes.apple.com/us/app/reach-real-career-opportunities/id915364904?ls=1&mt=8>

The free Reach app requires iOS 7.0 or later and is compatible with iPhone, iPad, iPad mini and iPod touch. A short Reach tutorial follows:

What is Reach?

Reach exposes the business world around you. Find and make real connections with professionals like you - in real time. We're reinventing experiences at cafes, conferences, airports and more.

How Does Reach Work?

It's simple, browse Nearby professionals, or see who is checked-in at nearby Locations. Become more aware of the people and opportunities that surround you each day. No more missed connections.

Reach Out

Reach users can Reach Out to each other. Accepting a Reach request is like exchanging business cards. You can now message or call each other and continue the conversation after you first meet, find your connections in "Contacts".

Sign In with LinkedIn

To get started, sign in with your LinkedIn account. Don't have a LinkedIn account? No problem, you can use your email address.

Welcome to Reach

Our goal is to bring you face-to-face with real people who advance your career. Welcome to Reach!

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.



CREATE. DISRUPT. ENGAGE.

Reach strives to reinvent networking in cafes, bars, airport lounges, common areas, conferences and meetup groups. Follow Reach on Twitter: www.twitter.com/thereachapp

Big Rock has added key Foursquare features to its Reach 1.0 version which significantly improve the user experience of the app. 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, Outdoor Seating, Prices, Credit Card Acceptance and Wi-Fi Availability. The Company is currently developing an Android version of Reach with an estimated completion in October 2014. A launch of the Reach app on 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.

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. Foursquare analyzes user's locations to help them find great places and the best tips for cafes, bars, restaurants and other venues when they are in a specific area.

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

Investor and Public Relations Contact

Big Rock Labs Inc.

Harald Seemann

Chief Financial Officer

Telephone: +1.416.879.1989

Email: ir@bigrocklabs.com

Website: www.bigrocklabs.com



CREATE. DISRUPT. ENGAGE.

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.