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Big Rock Labs Announces Sponsorship of HackerNest Toronto and Waterloo Tech Socials

Toronto, ON – October 14, 2014 – Big Rock Labs Inc. (“Big Rock” or the “Company”) (CSE: BLA) (FSE: BR1) is pleased to announce that it will be sponsoring the HackerNest Toronto Tech Social on Monday, October 27 and the Waterloo Tech Social on Monday, November 10, 2014. Both events start at 8pm Eastern time.

HackerNest is an international nonprofit focused on building supportive “Silicon Valley”-type tech communities everywhere – strengthening local ecosystems through unpretentious social events and hackathons. The organization is nurturing cohesive communities today to empower them with more relevant and accessible peer-based tech education tomorrow.

HackerNest hosts events in Toronto, Vancouver, Montreal, Waterloo, Edmonton, Seattle, Dallas, Boston, Kuala Lumpur, Manila, Sao Paulo and Bogota. Each city’s HackerNest Splinter Cell is run by city organizers – people who represent what HackerNest stands for: a cohesive and supportive tech community, unpretentiousness and inclusiveness.

Anyone interested in attending can RSVP for the HackerNest Toronto and Waterloo events and see the venues here:

<http://www.meetup.com/HackerNest/events/182948362>

<http://www.meetup.com/HackerNestKW/events/185508112>

On October 27, simultaneous Tech Socials will take place in Toronto, Vancouver, Kuala Lumpur and Boston. More information on all HackerNest events is available at: <http://www.HackerNest.com/calendar>

HackerNest will also be hosting a Toronto Tech Job Fair on Saturday November 08, 2014 from 1pm in the University of Toronto Exam Hall at 255 McCaul Street. Companies, startups, entrepreneurs and technologists who are all looking to build their teams should attend this dynamic event as well as one of the two above mentioned HackerNest Tech Socials.

Matthew Kaine, Big Rock Advisor and Director, commented: “Big Rock is very excited about this partnership with HackerNest. We are happy to support the growing and talented tech communities in Toronto and Waterloo. These events provide a great platform for people to connect and discuss the latest disruptive tech trends and innovations such as our new product Reach.”

Reach: Real Connections, In Real Time

Big Rock recently launched the free Reach app which requires iOS 7.0 or later and is compatible with iPhone, iPad, iPad mini and iPod touch. The Company plans to launch the Reach Android version by October 27, 2014 on Google Play. Reach can be downloaded here: <http://www.thereachapp.com>



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Reach is a free mobile professional 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.

Reach is industry agnostic and is a powerful tool for salespeople, marketers, HR professionals, freelancers, recruiters, entrepreneurs and those generally interested to network in a way and at a rate that was not possible before.

Reach strives to reinvent networking in cafes, conferences, airport lounges, events and meetup groups.

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.