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Big Rock Labs Announces Changes to Proposed Private Placement of Units

Toronto, ON – October 23, 2014 – Big Rock Labs Inc. (“Big Rock” or the “Company”) (CSE: BLA) (FSE: BR1) has approved changes to its non-brokered private placement announced on October 17, 2014. The Company will now offer up to 430,000 units at a price of C\$0.70 per unit for gross proceeds of up to C\$301,000.

Each unit will consist of one common share and one warrant exercisable to purchase one additional common share at a price of C\$1.00 per share for a period of 5 years after the issuance date.

The Company plans to close the financing by end of business on October 31, 2014. Big Rock plans to use the proceeds from the private placement for product development, sales and marketing, acquisitions and general working capital purposes.

The shares and any warrant shares issued upon exercise of the warrants will be subject to a four month resale restriction following the date of distribution under applicable Canadian provincial securities laws.

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

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any state of the United States and may not be offered or sold in the United States or to the account or benefit of a person in the United States absent an exemption from the registration requirements.

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.