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Big Rock Labs Announces Strategic Partnership with Parkbench.com and Reach App Presentation at Mobile Startup Toronto, Reach now Available on Android

Toronto, ON - November 3, 2014 - Big Rock Labs Inc. ("Big Rock" or the "Company") (CSE: BLA) (FSE: BR1) is excited to announce a strategic partnership with Parkbench Inc. where the two companies will jointly print 60,000 coffee sleeves to be distributed across the downtown core of Toronto at coffee shops as of November 24, 2014 for a period of 4 months. In addition, Advisor and Director Steph Bigue will be speaking about the Company's new mobile app Reach at tech event Mobile Startup Toronto on Wednesday November 5, 2014 at 7pm.

Parkbench.com is a neighbourhood-focused website that curates hyper local information (like deals, events and news) from leading websites (like Facebook, Eventbrite and LivingSocial) and showcases it all in one convenient place. Parkbench believes that people should support their local communities and their goal is to become the world's most comprehensive resource for neighbourhood information.

Enter Reach. Available for free on iOS and Android, Reach is the future of mobile professional networking apps and a perfect compliment to Parkbench.com.

Reach facilitates finding and connecting with other nearby professionals in three easy steps. Find professionals in your neighbourhood by proximity or location, learn about them through their LinkedIn profile and Reach Out.

Big Rock has partnered with Parkbench to print 60,000 coffee sleeves to be distributed across 11 targeted neighbourhoods in Toronto. The promotional sleeves will contain a call to action which will generate Reach brand awareness throughout the city's most influential neighbourhoods while onboarding an anticipated 5,000+ users to the app which is currently concluding its Beta phase. Big Rock and Parkbench also plan to be partners in online marketing campaigns of the www.parkbench.com website and the Reach app at: www.thereachapp.com

CMO Matt Kaine commented: "Studies have shown that a coffee, and its sleeve, will sit in front of the average customer for 30 minutes. As we begin to generate brand awareness and onboard users to Reach, disruptive promotional marketing like Parkbench's coffee sleeve program is an amazing way to generate hype, discussion and use of our app."

Furthermore, Big Rock Advisor and Director Steph Bigue will be delivering a 15 minute presentation at Mobile Startup Toronto on Wednesday November 5, 2014 at 7pm at the offices of Pilot PMR in Toronto. Mobile Startup Toronto is one of Toronto's leading mobile entrepreneur and developer meetups, where presenters discuss the development and business side of creating as well as operating mobile startups. Steph Bigue will discuss the challenges faced in getting their first app Reach to market, share tips and tricks with the community and open the floor to questions and feedback.

Advisor and Director Steph Bigue said: "This community is very important to us. These are the men and women that will carry our brand to the national, and later, international markets. They are the early adopting



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entrepreneurs, investors, developers and tech aficionados that provide constructive and relevant feedback on our product which is crucial in this early stage of solidifying our app and marketing strategy.”

Reach: Real Connections, In Real Time.

Big Rock just launched the free Reach app on Google Play for all Android devices as well as an updated version, Reach 1.1, on the Apple App Store for iPhone, iPad, iPad mini and iPod touch. Reach can be downloaded here:

<http://www.thereachapp.com>

Reach is the first professional networking tool that works exclusively to help you browse, get to know and connect with professionals in the world around you. Know who is within reach and use your time more efficiently by networking with the right people.

Reach is the future of professional networking and the perfect mobile partner to millions of LinkedIn users worldwide.

Reach is a simple, industry agnostic and 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. Browse nearby LinkedIn profiles or see who is checked-in at nearby Locations and Reach Out to them. Accepting a Reach request is the same as exchanging business cards - except you choose what contact info to share.

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 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. Next to being CMO at Big Rock, he 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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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.