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## **Big Rock Labs Announces Technology Partnerships with We Are Wearables and Tech in Motion**

Toronto, ON - November 24, 2014 - Big Rock Labs Inc. ("Big Rock" or the "Company") (CSE: BLA) (FSE: BR1) is delighted to announce that it will be partnering with We Are Wearables, a Toronto-based Wearables event series led by seasoned tech expert Tom Emrich and Tech in Motion, a North American tech event series.

We Are Wearables rallies the tech community together to learn, discuss and celebrate the growing wearable technology space. The group's aim is to collectively foster adoption and facilitate innovation in the wearable tech space. This includes supporting those already working in wearable tech as well as encouraging and inspiring new projects, partnerships, apps, content, experiences and users. We Are Wearables welcomes startups, entrepreneurs, investors, brands, marketers, advertisers, developers, designers and enthusiasts to join the movement at: <http://www.wearewearables.com/>

As a We Are Wearables technology partner, Big Rock Labs will help participants make real connections in real time using its new iOS/Android app, Reach, at the following event:

### **Smartwatch Panel with Motorola and TELUS at the MaRS Discovery District in Toronto**

Organizer: Tom Emrich

Date: November 25, 2014 at 7pm

Location: 101 College Street, Toronto

More event information: <http://www.meetup.com/Wearable-Wednesday-Toronto/events/216633092/>

The Smartwatch space is heating up. According to a recent Business Insider report, "smartwatches will account for 59% of total wearable device shipments this year, and that share will expand to just over 70% of shipments by 2019". Business Insider suggests that smartwatches are the "breakout category that will finally ignite the wearable computing market". This We Are Wearables Toronto event will focus on a panel discussion about smartwatches, examining the challenge they face in gaining adoption and the opportunities they present in changing the way we work, communicate and manage our health.

"The networking part of any We Are Wearables event is critical. It's where the discussion around wearable technology continues and it helps to unite the community to encourage them to work together and remind them that they are part of something big. And of course to have some much needed down time with like minded people. Incorporating the Reach app is a fantastic way to break the ice and it also ensures that the connections made at our event continue when the night is over." said Tom Emrich, Founder of We Are Wearables.

### **Tech in Motion Partnership**

Tech in Motion is an event series in the USA and Canada with the goal of bringing local tech communities together to meet, learn, and innovate. What started as a collaborative project between IT recruiting firms



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Jobspring Partners and Workbridge Associates in 2011, grew into an international event series bringing local technologists together for the hottest discussions in technology. 3 years later, Tech in Motion has grown to over 30,000 members and has featured some of the most innovative thought leaders in the technology world.

Tech in Motion currently hosts events in Toronto, Boston, New York, Philadelphia, Washington DC, Chicago, San Francisco, Silicon Valley, Los Angeles and Orange County. More information about Tech in Motion events is available at: <http://www.techinmotionevents.com/>

Big Rock Labs sponsored the most recent Tech in Motion event at bnotions in Toronto on November 18, 2014: <http://www.meetup.com/techinmotiontoronto/events/211232712/>

**Big Rock Labs is planning to be an official technology partner for more than 10 Tech in Motion events in early 2015 and will help participants make real connections in real time with its new iOS/Android app, Reach. A selection of 3 upcoming events follows:**

- Kickstart into the New Year: Tech Mixer, Silicon Valley (San Jose), January 7, 2015
- Transforming Healthcare Through Tech, Toronto, January 20, 2015
- Sight & Sound Tech Demo Night, San Francisco, January 21, 2015

**Reach: Real Connections, In Real Time.**

Big Rock recently 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



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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](http://www.bigrocklabs.com) and on the CSE website: [www.thecse.com](http://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](mailto:ir@bigrocklabs.com)

Website: [www.bigrocklabs.com](http://www.bigrocklabs.com)

Twitter: [www.twitter.com/bigrocklabs](http://www.twitter.com/bigrocklabs)

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.