Big Rock Labs' Reach App Selected to Launch in Alpha with Gallop Labs, Winner of the Facebook Innovation Award for Mobile App Solutions

Toronto, ON - January 20, 2015 - Big Rock Labs Inc. ("Big Rock" or the "Company") (CSE: BLA) (FSE: BR1) is pleased to announce that its proximity-based networking app Reach has been selected to launch in alpha with the assistance of prescriptive mobile marketing technology firm Gallop Labs. Reach was selected as one of six startups from over 100 beta applicants worldwide that bid to work with Toronto-based Gallop Labs in utilizing the developer's growth science technology for apps.

"Gallop was developed to help consumers build a better workflow that utilizes data, machine learning and automated algorithmic optimization," explains CEO Karl Pawlowicz. "We are very honored and excited to be a part of what is building up to possibly be the next big tech story out of Toronto."

Gallop, winner of the 2014 Facebook Innovation Award for Mobile App Solutions, was just funded with $2 million to help mobile publishers find and monetize valuable users.

Alkarim Nasser, Co-Founder & Head of Product at Gallop Labs, comments: "Gallop is looking forward to working with Reach at a critical stage in their business to get the most out of their data to drive informed marketing and product decisions through our machine learning platform."

Reach will apply Gallop's analytics to their platform to better Reach's ability to target the most ideal audience for its advertising in order to achieve the highest return possible on ad spending. Reach will also utilize Gallop's predictive analytics to analyze behavioral and scientific data related to Reach's users.

"We will have the best available insight on who our consumers are, what features they get the most out of and what our tool may be lacking in order to better inform our product team of possible iterations," says CMO and Reach brand ambassador Matt Kaine. "The platform will give us recommendations in real time so that we can improve and develop new app features for our users."

About Reach

Reach is a proximity-based networking app designed to bring potential connections together face-to-face in real time. By allowing users to choose distance, venue, industry and job title, the app allows individuals to discover and connect with professionals who can best serve their career goals, in an efficient and productive manner. Users can make a connection via phone, email or text, with businesspeople, salespeople, marketers, HR professionals, freelancers, recruiters and entrepreneurs worldwide looking to network whether at conferences, events, cafes or airport lounges. Launched out of beta in October 2014, Reach was developed by Canadian company Big Rock Labs. The app is available for iPhone, iPad and Android platforms. For more information please visit TheReachApp.com and follow Reach on Twitter at: twitter.com/TheReachApp

About Gallop Labs

[Gallop Labs](#) is a prescriptive mobile marketing platform that leverages data science and in-app behavioral analytics to help brands and mobile publishers find and optimize the most valuable users for their applications. Gallop Labs leverages user behavior and segmentation to drive precise targeting that maximizes customer LTV and app monetization. Gallop Labs was recently a winner of the 2014 Facebook Innovation Award. Gallop Labs currently has offices in New York City and Toronto. The company was incubated by BNOTIONS, a Facebook Preferred Marketing Developer and Leading Mobile Strategy, Data and Analytics Firm.

Reach: Real Connections, In Real Time.

Reach has launched a brief app promo video, watch it here: http://www.vimeo.com/114027894
The video features a Reach use case between professionals and a brief tutorial of the app.

Big Rock is currently working on Reach 1.5 and 2.0, two major updates with significant improvements to the user interface and user experience of the app. The Company plans to launch Reach 1.5 in the first quarter and Reach 2.0 in the second quarter of 2015.

The Reach App is available on Google Play and on the Apple App Store. It 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 leverages technology to make a handshake - 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 freelancers, entrepreneurs, investors, developers, designers, salespeople, marketers, HR professionals, recruiters and those generally interested to network in a way and at a rate 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 Reach, an iPhone, iPad and Android app, to capitalize on the fast-growing sharing economy. 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 and has retained experienced tech advisor and mentor Matthew Kaine. Next to being Chief Marketing Officer 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

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
Twitter: www.twitter.com/bigrocklabs

The CSE has not reviewed, nor approved or disapproved the content of this press release.