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Big Rock Labs Launches Reach App Website, Reach App Updates; Welcomes Extensive Media Coverage

Toronto, ON - March 03, 2015 - Big Rock Labs Inc. ("Big Rock" or the "Company") (CSE: BLA) (FSE: BR1) is delighted to announce the website launch and an Android/iOS update of its proximity-based networking app Reach. The newly designed website features a Reach tutorial, recent Reach event partners and a detailed team description: <http://www.TheReachApp.com>

The Reach app has been and continues to be well received in the tech community and among journalists. In the last few months, the app has received extensive media coverage worldwide. An overview of select articles follows:

ITProPortal - How one app can revolutionise your networking

<http://www.itproportal.com/2015/01/26/one-app-can-revolutionise-networking/>

TECHVIBES - Reach App Selected to Launch in Alpha with Gallop Labs

<http://www.techvibes.com/blog/reach-app-selected-to-launch-in-alpha-with-gallop-labs-2015-01-21>

Vulcan Post - Reach Out To Professionals Near You With The Reach App

<https://vulcanpost.com/138551/reach-professionals-near-reach-app/>

ABC2 News - The best apps for 2015

<http://www.abc2news.com/business/consumer/the-best-apps-for-2015>

Fox 2 TV - The new apps to help keep new year's resolutions

<http://fox2now.com/2015/01/22/the-new-apps-to-help-keep-new-years-resolutions/>

Investor's Business Daily - Increase Face Time For Business To Build Trust

<http://news.investors.com/management-leaders-in-success/022515-740823-get-together-with-professionals-and-take-breaks.htm?p=2>

Small Business Opportunities - 10 Tips To Network At Any Event From The Reach App

<http://www.sbomag.com/2014/12/networking-event-tips-app-reach/>

iDigital Times - Reach App For iOS, Android Aims To Help Professionals Network Better

<http://www.idigitaltimes.com/reach-app-ios-android-aims-help-professionals-network-better-402567>

Boulderopolis - 4 steps to take your LinkedIn profile to the next level

<http://boulderopolis.com/4-steps-to-take-your-linkedin-profile-to-the-next-level/>

Business News Daily - 12 Best Job Search Apps

<http://www.businessnewsdaily.com/5992-best-job-search-apps.html>



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Mobile App Chat - 36 Minutes Podcast with Karl Pawlowicz

<http://www.appmasters.co/reach-karl-pawlowicz/>

Mobile App Chat - 39 Minutes Podcast with Matt Kaine

<http://www.appmasters.co/reach-matt-kaine/>

Big Rock is currently working on Reach 1.6 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 1.6 at the end of the first quarter and Reach 2.0 in the second quarter of 2015.

“We are very excited to have our Reach app exit beta. We have had a large, engaged user base while in beta with testers mostly from Toronto and we are looking forward to accelerating the onboarding of new users worldwide,” says Big Rock Labs CMO and co-founder Matt Kaine. “We will also be announcing a major release in the second quarter with updated UX and UI as well as lots of new features we know our users will love.”

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, developers, designers, investors, 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

Reach: Networking, For Everyone.

Reach has launched an app promo video: <http://www.vimeo.com/114027894>

Download Reach 1.5 for Android/iOS and Start Networking

Reach helps you browse and connect with professionals in the world around you. The app is available on Google Play and the Apple App Store: <http://www.TheReachApp.com>

Reach leverages technology to make a handshake - the future of professional networking and the perfect mobile partner to millions of LinkedIn users worldwide.

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 Karl Pawlowicz and Matt Kaine. Next to being Chief Marketing Officer at Big Rock, Mr. Kaine is actively involved in the Digital Media Zone at Ryerson University and the



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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

Big Rock Labs Contact

Matt Kaine

Chief Marketing Officer

Telephone: +1.416.505.4362

Email: ir@bigrocklabs.com

Website: www.bigrocklabs.com

Twitter: www.twitter.com/bigrocklabs

Facebook: www.facebook.com/bigrocklabs

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

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