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Big Rock Labs Participates in CEO RoundTable Hosted by Oxford Center for Entrepreneurs in Atlanta

Toronto, ON - March 23, 2015 - Big Rock Labs Inc. ("Big Rock" or the "Company") (CSE: BLA) (FSE: BR1) is delighted to announce that CEO Karl Pawlowicz and CMO Matt Kaine will be participating in the CEO RoundTable in Atlanta.

CEO RoundTable at Oxford Center for Entrepreneurs

Friday, March 27, 2015 from 8:30am to 11:00am

Karl Pawlowicz, CEO & Matt Kaine, CMO of Big Rock Labs

Topic: Why They Chose to Reload and Go Canadian IPO

Where:

Womble Carlyle Sandridge & Rice

271 17th Street, NW 25th Floor

Atlanta, Georgia 30363, USA

Oxford Center for Entrepreneurs (OCE) is the largest education, commerce and media platform for second-stage business owners and high growth entrepreneurs who want to grow fast to the next level and exit successfully. It is for emerging market and category leaders across all industries. Through educational events and CEO roundtable discussions members interact in educational forums and form commerce connections on shared media platforms. Cliff Oxford is the founder of the Oxford Center for Entrepreneurs and a regular Forbes and New York Times contributor.

Interested parties can reserve a spot for the event here: <http://www.oxford-center.com/event/roundtable/>

Update on Reach Technology Partnership with We Are Wearables

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

April 2015: The Father of Wearable Computing & Canadian Premiere of Meta Glasses

Organizer: Tom Emrich

Date: April 9, 2015 at 7:00pm

Location: 101 College Street, Toronto

More event information: <http://www.meetup.com/Wearable-Wednesday-Toronto/events/221005883/>

This month we are honoured to host the Father of Wearable Computing, Steve Mann and provide Canada's first look at the much anticipated augmented reality glasses, Meta.

Steve Mann made Toronto an epicentre of wearable tech with his wearable inventions including the smartwatch videophone, HDR, and the EyeTap Digital Glass which predates Google Glass by 30 years. In 1992 Mann took this invention from Toronto to Massachusetts Institute of Technology, founding the MIT Media Lab's Wearable Computing project as its first member. Mann is the Chief Scientist at the Creative



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Destruction Lab at Rotman's School of Management, co-founder of InteraXon and the Chief Scientist at Meta, a California-based startup, wearable AR glasses.

Meta is the first wearable Augmented Reality computer that lets you create and share digital objects in the real world. Meta's AR platform has attracted thousands of development groups building professional and gaming applications for medical simulation, education, government, architecture, industrial design, and many more.

<http://www.wearewearables.com/events/2015/3/2/april-2015-wwto-steve-mann-meta-ar-for-everyday-life>

Gallop Labs Official Kick-Off

Big Rock has completed the initial integration stage with Gallop Labs' predictive mobile marketing platform and has begun analyzing data that will help drive in-market success of the Reach app through targeted advertising. User growth of the Reach app is accelerating globally with a majority of users in Toronto, Vancouver, Los Angeles, New York, Warsaw, Stockholm and Berlin. Gallop Labs is the winner of the 2014 Facebook Innovation Award for Mobile App Solutions.

Reach App Update

Big Rock is currently in the final development stages of Reach version 1.6 with Instant Messaging as well as other exciting features and expects the Android/iOS update to go live on the respective stores next week. The Company is scheduled to launch Reach 1.7 and 2.0 with major improvements to the user interface & experience in the middle and at the end of the second quarter 2015.

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 in 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

Follow Reach on Twitter at: twitter.com/TheReachApp

Follow Reach on Facebook at: facebook.com/TheReachApp

Reach: Networking, For Everyone.

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

Download Reach 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>



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

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.