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Big Rock Labs Announces Reach App Networking Partnership with Toronto Digifest

Toronto, ON - April 28, 2015 - Big Rock Labs Inc. ("Big Rock" or the "Company") (CSE: BLA) (FSE: BR1) is delighted to announce that the Reach app will be an official technology partner of Toronto Digifest 2015 to support the professional networking at the 3-day event.

Reach Networking Partnership with Toronto Digifest 2015

As a Digifest networking partner, Big Rock Labs will help attendees make professional connections in real time using its Android/iOS app www.getreach.me.

Toronto Digifest 2015 - Theme: Privacy, Money & Pleasure

Organizer: George Brown College

Date: May 7 - 9, 2015

Location: Corus Quay Building (25 Dockside Drive at Queens Quay East/Jarvis Street, Toronto)

More event information: www.torontodigifest.ca/2015/

Digifest 2015 will feature engaging talks, demonstrations and performances from world leaders who are expanding the boundaries of digital creativity on a daily basis. The expert-packed lineup includes inventors, designers, musicians and entrepreneurs who will share their stories and showcase digital and technological discoveries that have and will continue to reshape the digital world and our daily interactions with it.

Keynote speakers include Dr. Steve Mann, the "Father of Wearable Technology"; Felix Kubin, sound artist from Germany; Anthony Di Iorio, founder of Decentral and the Bitcoin Alliance of Canada; Meet the Media Gurus Dr. Arthur and Marilouise Kroker from the University of Victoria.

Digifest attendees will be able to discover and use the Reach app as a professional networking tool at the event. Reach is a simple, industry agnostic and powerful tool for entrepreneurs, developers, designers, investors, salespeople, marketers, HR professionals, freelancers and those generally interested to network in a way and at a speed not possible before.

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

Guests will be able to network with other guests and meet the Reach team at the festival including the IT'S A START Pitch Competition and Reception from 4:30 PM on May 7 as well as throughout the 3-day festival.

Detailed schedule of Toronto Digifest: www.torontodigifest.ca/2015/schedule/

About Toronto Digifest

Toronto Digifest began as a festival with a focus on digital culture and design. In 2011 the festival was relaunched by the School of Design at George Brown College to celebrate digital creativity. Digifest features the works of the world's top digital and design innovators and showcases how their creations are transforming society. Digifest is Canada's premiere international digital culture festival, focused on the future of digital innovation.

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: www.getreach.me



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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 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 connect with local professionals who can best serve their career goals.

Users can make a connection anywhere via phone, email or text message, for example at events, conferences, cafes or airport lounges.

Short Reach app promo video: vimeo.com/114027894

Follow Reach on Twitter at: twitter.com/thereachapp

Follow Reach on Facebook at: facebook.com/thereachapp

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 digital 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.

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