Big Rock Labs Announces Annual Shareholder Meeting; Provides Update on Product Development Progress of Reach App

Toronto, ON - June 16, 2015 - Big Rock Labs Inc. ("Big Rock" or the "Company") (CSE: BLA) (FSE: BR1) is pleased to invite its shareholders to its annual shareholder meeting. An update about the ongoing development of the Reach app follows.

Big Rock Labs Annual Shareholder Meeting 2015

Date: September 22, 2015 at 3pm EST
Location:
The Spoke Club
600 King Street West, 4th Floor
Toronto, Ontario
M5V 1M3 Canada

Big Rock Labs shareholders who wish to attend the meeting have to register by email at:
ir@bigrocklabs.com

Reach 1.8 Product Development Update

Big Rock Labs has found solutions to improve the Reach iOS and Android applications. These apps currently provide professionals with a way to find and make connections with other professionals near them.

The next big update will provide a more complete experience that doubles down on server reliability/scalability and product improvements. The Reach development team has successfully transferred the Reach app to a new Parse server. Parse is a cloud app platform that enables users to add a scalable and powerful backend for a full-featured app. Parse was acquired by Facebook in April 2013 for 85 million USD.

Market research shows that professionals are looking to find connections at various events and network with relevant contacts. Therefore the next Reach update will replace Foursquare locations with nearby events from Eventbrite.

The main focus of the next big update will be to optimize the application and build the user experience foundation around the platform to push the product closer to product/market fit. The delivered experience will be built around user metrics and feedback to help the process be iterative and thorough with a focus on higher engagement and user acquisition for future growth.

Reach 1.8 Launch planned for August 2015

Big Rock has rebranded the Reach logo with a new design for a better product fit. The Company is currently working on a major Reach update with improved onboarding, user registration changes, search, invite functions, instant messaging and nearby events integration. Next to Email and LinkedIn login, onboarding will also be possible via Facebook login.

The planned invite function should be able to use friends/contacts from Facebook, Gmail, LinkedIn and Twitter. Seamless and real-time instant messaging will also enhance the user experience, while select push notifications will drive user engagement.

The Reach 1.8 iOS and Android updates are scheduled for launch in August 2015. In addition, Big Rock is in discussions with strategic partners to drive Reach user growth, analyze potential takeover targets and create recurring revenue streams.

Download Reach for iOS/Android and Start Networking to Grow your Business

Reach helps you browse and connect with professionals in the world around you. The app is available on the App Store and Google Play: www.getreach.me

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. Reach is a simple, industry agnostic and powerful tool for entrepreneurs, investors, salespeople, marketers, event organizers, developers, HR professionals and freelancers.

Browse nearby LinkedIn profiles 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. By allowing users to choose distance and filter other users by Industries/Roles, the app enables individuals to connect with local professionals who can best help grow their business.

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

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.

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.