BIG ROCK LABS

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Big Rock Labs Executive Matt Kaine 2015 Fast Growth Awards Finalist in Rising Star Entrepreneur Category by The Oxford Center for Entrepreneurs; Gallop Labs Partnership Update

Toronto, ON - November 3, 2015 - Big Rock Labs Inc. ("Big Rock" or the "Company") (CSE: BLA) (FSE: BR1) is pleased that Matt Kaine reached the finals in the Rising Star Entrepreneur Category of this year's Fast Growth Awards by The Oxford Center for Entrepreneurs.

Dr. Jerry Williams stated: "The decisions for winners were difficult, a testimony to the many outstanding qualities and accomplishments. Our discussions as judges were lively as we chose this year's winners. Making it to this finalist level is certainly a tremendous honor for everyone. It is my privilege to be affiliated with such an outstanding group!"

Gallop Labs Partnership Update

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 to acquire users. Reach will also utilize Gallop's predictive analytics to analyze behavioral and scientific data related to further their understanding of Reach's users. Gallop is the winner of the 2014 Facebook Innovation Award for Mobile App Solutions.

Alkarim Nasser, Co-Founder & Head of Product at Gallop Labs, commented: "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."

"We will have the best available insight on who our users are, what features they get the most out of and what Reach may be potentially lacking in order to better inform our product team of possible iterations," said Big Rock Labs Co-Founder Matt Kaine. "The Gallop platform will give us recommendations so that we can further improve and develop new exciting Reach features for our users."

Reach: Best Local Networking
Reach is how professionals meet locally. It's a free smartphone app that uses geolocation to help you discover the professional talent and prospects closest to you. It also makes networking easy with in-app event registration and a safe & secure instant messaging platform. Reach is the perfect tool for anyone looking to expand their network and make real handshakes.

The app is available on the App Store and Google Play: www.thereachapp.com

New Reach App Features
The Big Rock team has revamped the Reach app from the ground up and introduced new features:

- Easy and secure Login with LinkedIn, Facebook or Email.
- iOS 9 Support, You can ignore contact requests.
- Instant Message your Reach contacts anytime. Simple and secure - there's no longer any need to swap phone numbers or emails.
- Find top trending professional or lifestyle events nearby and register right from the app.
- Search names or keywords to find others (or be found) using a new profile setup and search platform.

Additional new features are currently under development and slated for release in November and December 2015.

A Message from the Reach Team
We believe that anyone can become a great networker. Our mission is to make networking more effective, safer, and easier than ever before with this app. Thank you to our investors, testers and partners, we are now launched on both iOS and Android which we couldn't have accomplished without you! We look forward to releasing many great updates in the future!

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 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 leverages user behavior and segmentation to drive precise targeting that maximizes customer LTV and app monetization. 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. More information about Gallop Labs is available at: www.gallop.io

About Big Rock Labs
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 iOS and Android business networking app that uses geolocation technology to display the professional talent and top trending networking events in each user's area. Big Rock has a team of expert software engineers who create digital products that engage and retain users through unique experiences. Further information about Big Rock Labs is available at: www.bigrocklabs.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.