



Big Rock Labs Releases Reach Update with New LinkedIn, Facebook, Twitter and Eventbrite User Profile Integrations

Toronto, ON - November 24, 2015 - Big Rock Labs Inc. ("Big Rock" or the "Company") (CSE: BLA) (FSE: BR1) has released a significant Reach update for iOS and Android.

Reach Profile Integrations

Following extensive user interviews and behaviour research, the Big Rock Labs team has released the first of multiple large updates slated for release by end of year. Reach users are now able to sync their profile with their LinkedIn, Facebook, Twitter and Eventbrite accounts. This makes it easy to present rich and complete user profiles with engaging and updated content.

New Reach App Features

Users will find major improvements to the design and experience in this Reach app release:

- Better Profiles: New 'Status' bar helps establish a reason for connecting with each other. Also, added Mutual Connections & Latest Tweets.
- Easier Profile Editing: One-click syncing with LinkedIn, Facebook, Twitter and Eventbrite automatically builds you an up-to-date profile in seconds. It also unlocks valuable tools like Common Interests and Upcoming Event Attendance when viewing other's profiles.
- Design Updates, Stability Improvements & Bug Fixes.
- User is able to tap on profile picture for fullscreen view.

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

Download now and see why thousands of users have already connected locally with each other. The app is available on the App Store and Google Play: www.thereachapp.com

Reach: Connect Better Locally

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.

How does Reach work?

1. Build your professional profile for the world to see (LinkedIn, Facebook, Twitter & Eventbrite sync available).
2. Find or be found by other professionals on the Nearby screen who are also looking to connect.
3. Find and register to top trending events right inside the app - nothing beats getting out and shaking hands!
4. Reach out to someone and conveniently discuss the meaning of your connection through our instant messaging system.

When should I use Reach?

- You've polished your resume and it's time to expand your network / opportunities. The people in your community hold the key to your success. Reach out to them and start connecting!
- You're at an event and would like to see who's in the room. Browse Nearby professionals to find out who's there and find exactly the right people you're looking for.



CREATE. DISRUPT. ENGAGE.

- You're looking for work. Make it clear in your profile that you're available and looking for opportunities, and have others connect to hire you. Thousands of connections have already been made!
- You'd like to network but aren't sure where to start. Use the Events screen to find top trending local events and register for them right inside the app! There's no better way to improve your connections than to go out and network.

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 launched on 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 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.

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