



CREATE. DISRUPT. ENGAGE.

Big Rock Labs Works With Renowned Product Strategy & Management Advisor Balaji Gopalan To Take Reach App To The Next Level; Reach Featured On TechCrunch

Toronto, ON - December 15, 2015 - Big Rock Labs Inc. ("Big Rock" or the "Company") (CSE: BLA) (FSE: BR1) has entered into a consultant agreement with Balaji Gopalan, a prominent figure in the local technology and startup ecosystems as an expert in product strategy and execution. In addition, the Reach app was recently featured on the number 1 tech portal TechCrunch:

How Mobile Apps Are Transforming The Job Search

<http://www.techcrunch.com/2015/11/27/how-mobile-apps-are-transforming-the-job-search/>

TechCrunch, founded on June 11, 2005, is a news website dedicated to the tech scene. It provides breaking technology news, opinions, and analysis on tech companies from around the world. From publicly traded tech companies to emerging startups and venture capital funding rounds, TechCrunch is your number one guide for all things technology.

Balaji Gopalan, Product Strategy & Management Advisor

Balaji Gopalan, a Product Management Advisor, Entrepreneur and Educator, is thrilled to join forces with Big Rock Labs to build an impactful innovation plan for Reach. "I'm excited to work with the Reach team because I think the most exciting aspect of opportunities in digital, cloud-based innovation is in taking the most fundamental, essential aspects of our daily lives and making them richer and easier, adding contextual awareness to remove barrier tasks. This is what Reach does, connecting people together, faster, to do great things. I love how Reach actually works on enhancing human interaction and productivity, which is sometimes what technology loses sight of. I am thrilled to help figure out where we can take Reach next," commented Gopalan.

Mr. Gopalan will be working with Big Rock Labs on building a go-forward value proposition for Reach, which is already seeing early success as a professional networking tool. Gopalan will assist with customer and use case analysis and feature prioritization, as well as in establishing a long-term product practice / development process at the Company.

Gopalan's work experience includes the following:

- * Led product management for BlackBerry's consumer business at the height of the company's success, including bringing to market some of the first rich mobile tier 1 Internet social applications (Facebook, eBay, Yahoo!), CrackBerry's mobile app of the year BlackBerry Protect, and launching the first version of the global phenomenon BlackBerry Messenger (BBM) and building the foundation for its rich future.

- * Developed and demonstrated expertise for building product-oriented cultures, processes and team success at both large enterprises and startups, including building a large product practice at BlackBerry, establishing product management mentorship and rejigging a critical roadmap at D2L Corporation, building a platform strategy and operational team at Nymi and helping to establish and grow product extension strategy at EventMobi.

- * Packaged business experience to give back to a new generation of Product Innovators and Entrepreneurs in building and delivering the new Product Management Curriculum at BrainStation, a



CREATE. DISRUPT. ENGAGE.

first of its kind and now one of its most popular courses, covering everything from customer profiling to market strategy to product development, launch and roadmap management.

* Established as a mentor and advisor for several prominent Canadian accelerators and incubators, including the Ryerson DMZ, Velocity in Waterloo and the Next 36 program, focusing on product and customer strategy.

Download now and see why thousands of professionals are using Reach to expand their local networks. The app is available for free on Google Play and the Apple App Store:

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 and Eventbrite sync available). The 'Status' bar helps establish a reason for connecting with each other.
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. Mutual Connections & Latest Tweets can help break the ice.

When should I use Reach?

* You've polished your resume and it's time to expand your network and look for 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.

* You're looking for work. Mention 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!



CREATE. DISRUPT. ENGAGE.

Short Reach app promo video: vimeo.com/114027894

Follow Reach on Twitter at: twitter.com/thereachapp

Like 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. For further information about Big Rock Labs, its team and product please visit www.bigrocklabs.com.

Big Rock Labs Contact

Matt Kaine

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.