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Big Rock Labs: New Reach App Updates Result in Significant Increase of User Activity; Mass User Acquisition Strategy Begins with Tapjoy

Toronto, ON - February 2, 2016 - Big Rock Labs Inc. ("Big Rock" or the "Company") (CSE: BLA) (FSE: BR1) will partner with Tapjoy to take the growth of its Reach user base to the next level.

Following the release of three major updates to the app in December 2015 and January 2016, Reach has reported a 177% increase to its active user base with a 143% increase in user engagement. Steph Bigue, who oversaw the latest releases, commented: "This is an important win for us. The app is performing very well on both platforms which means we can begin aggressive user acquisition campaigns. We're seeing fantastic growth across the board, and we have much more in store for this year."

Tapjoy's goal is to maximize the value of every user for freemium mobile app publishers. Its Marketing Automation and Monetization Platform for mobile apps uses market leading data science, user segmentation and predictive analytics to drive deeper engagement and optimize revenue from every user. Tapjoy's SDK is embedded in more than 270,000 apps with a global reach of more than 500 million monthly active users. Backed by top-tier investors including J.P. Morgan Asset Management, Rho Ventures, North Bridge Venture Partners, InterWest Partners, and D.E. Shaw Ventures, Tapjoy is headquartered in San Francisco. The company also has offices in New York, Los Angeles, Chicago, Santa Barbara, Atlanta, Boston, London, Beijing, Shanghai, Seoul and Tokyo. Website: www.tapjoy.com

Reach is available for free on Google Play and the Apple App Store: www.getreach.me

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.

The Reach blog has been updated with new "Leaders Within Reach": www.thereachapp.com/blog/

In addition, the 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/>

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!

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.

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The CSE has not reviewed, nor approved or disapproved the content of this press release.

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