BIG ROCK LABS

CREATE. DISRUPT. ENGAGE.

Big Rock Labs to be Advised by Credentialed Product, Branding and Marketing Strategist Larry Zolob; Reach Mass User Acquisition Strategy Expands to AppsFlyer

Toronto, ON - March 1, 2016 - Big Rock Labs Inc. ("Big Rock" or the "Company") (CSE: BLA) (FSE: BR1) has entered into a consultant agreement with Larry Zolob, an accomplished professional in marketing and product development with an emerging presence in the Toronto technology and startup ecosystem.

Larry Zolob: Product, Branding & Marketing Strategist

Larry Zolob, a Product & Commercialization advisor, executive and mentor, is thrilled to join forces with Big Rock Labs to advise on product positioning, design and go-to-market plans. "I'm excited to work with the Reach team because I think the most interesting aspect of opportunities in digital, cloud-based innovation is in taking the most essential aspects of our daily lives and making them easier and better at delivering outcomes. This is what Reach does, connecting people together to improve our professional and personal lives. I love how Reach is positioned to make professional networking and career building a more productive and rewarding experience. This is a career passion of mine so I see this relationship as a great fit. I am eager to help grow the user base of this amazing app," commented Zolob.

Mr. Zolob will be working with Big Rock Labs on enhancing a go-forward value proposition for Reach, which is already seeing success as a professional networking and career development tool. Zolob will assist with customer and use case analysis as well as in establishing a long-term branding and marketing platform for the Company.

Zolob's work experience includes the following:

* Eight years experience in service operations, HR, commercial lending and change management with Scotiabank in Canada and the Caribbean.

* MBA from University of North Carolina.

* Six years in traditional brand management, market research, new product development and digital marketing with Johnson & Johnson in the United States. Innovated process for MBA recruiting, interviewing, conversion of offers and onboarding.

* Six years in film and TV product commercialization and content licensing with Warner Bros. Entertainment and Phase 4 Films in Toronto.

* Currently an independent advisor and specialist in entertainment, PR and startups.

* Career mentor and blogger.

About AppsFlyer
AppsFlyer is a Software as a Service (SaaS) mobile marketing analytics and attribution platform based out of Herzliya, Israel, with offices around the world.
Once the AppsFlyer Software Development Kit (SDK) is installed in a mobile app, it provides advertisers with conversion data for their user acquisition and retention campaigns. Advertisers log into their dashboard and can monitor which media source was responsible for the mobile activity.

Based on this information, advertisers then are able to optimize their advertising budget.
Website: www.appsflyer.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/

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 then 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.

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.