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Big Rock Labs: Reach App Featured on Techvibes and PROFITguide.com, Canada's Leading Tech Websites; Reach Mass User Acquisition Expands Across Google Display Network

Toronto, ON - April 5, 2016 - Big Rock Labs Inc. ("Big Rock" or the "Company") (CSE: BLA) (FSE: BR1) is pleased that the Reach app has received extensive media coverage. The app was featured on Canada's leading tech websites Techvibes and PROFITguide.com:

Big Rock Labs See Success with Launch of Proximity-Based Networking App 'Reach'

<http://www.techvibes.com/blog/big-rock-labs-reach-app-2016-02-24>

About Techvibes

Techvibes is Canada's leading technology news site, events calendar and job board. Originally founded in 2002, Techvibes is dedicated to covering technology news that impacts Canadians. Our editors and nationwide network of reporters combine breaking hyperlocal news with international coverage to deliver a unique balance of insight and information. The Techvibes community boasts tens of thousands of followers across our social media channels and our news site experiences hundreds of thousands of unique visitors per month.

How Reach Plans to Take Networking Local

<http://www.profitguide.com/manage-grow/technology/business-plan-reach-matt-kaine-100828>

About PROFIT Magazine

Published six times per year, PROFIT is Canada's Guide to Business Success. With a circulation of 84,632 and a total readership of 184,000 (90% of which are Canada's top-level executives) PROFIT is Canada's most-read and best-targeted publication for entrepreneurs and small business executives.

About PROFITguide.com

PROFITguide.com is Canada's Online Guide to Business Success. Featuring Canada's preeminent stable entrepreneur and expert columnists, PROFIT's full slate of business rankings, podcasts, videos, white papers and web-exclusive news and analysis, PROFITguide.com helps the entrepreneur seize opportunity and succeed in a fast-changing business world.

About the Google Display Network

The Google Display Network lets users place ads on a variety of news sites, blogs and other niche sites across the Internet to reach more potential customers. The Google Display Network is a collection of more than a million websites, videos and apps - including specific Google websites like Google Finance, Gmail, Blogger, and YouTube - that show relevant AdWords ads.

Reach 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.



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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 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.

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.