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Big Rock Labs Takes First Step Into Professional Matchmaking With Major Reach Update; Partners With Liftoff In Mass User Acquisition Campaign

Toronto, ON - May 10, 2016 - Big Rock Labs Inc. ("Big Rock" or the "Company") (CSE: BLA) (FSE: BR1) has partnered with Liftoff, Inc. from Palo Alto, California to take its Reach user growth to the next level. Liftoff is a mobile app marketing company that helps clients build and grow an active and engaged user base. Liftoff is powered by a database of over 1.1 billion unique mobile profiles, predictive intelligence and advanced machine learning systems, enabling Facebook-style targeting and optimization across the entire mobile Real Time Bidding (RTB) ecosystem.

NEW REACH APP UPDATE: INTRODUCING RECOMMENDATIONS!

Following months of customer interviews and research, Big Rock Labs released a major update to its growing Reach user base. Steph Bigue, who oversaw the latest release, commented: "In our mission to become the best professional matchmaking app out there, we just released a whole new app experience. Reach now recommends nearby professionals that can help develop your career or business opportunities - personalized to you based on your profile. The update was very well received, reporting an average 48% increase in user engagement within the first week and is the first of its kind in the professional networking app markets for iOS and Android."

A new and improved way to connect with interesting people in your area.

- * Connections are suggested to you based on how much you have in common.
- * Toggle between recommended and nearby users.
- * You can now see when someone was last seen on Reach.
- * New coaching screens help understand how to use the app.
- * Receive email notifications for unread messages or connection requests.

Reach is available 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.

The Reach blog has been updated with new content: www.thereachapp.com/blog/

About Liftoff, Inc.

Liftoff was founded in August 2012 with the mission to revolutionize how mobile app marketers build and grow an active, engaged user base. The approach was to design the first truly Cost Per Action (CPA)-optimized mobile acquisition and retention platform for non-gaming apps. Liftoff set its sights on enabling marketers to run campaigns focused on finding users who will take meaningful actions beyond the install, like register for an account, book a hotel room or make a purchase. This is how mobile app marketing should work. Since launch, Liftoff has grown to become one of the best kept secrets in the mobile industry, powering CPA-based app marketing campaigns for some of the world's greatest brands including eHarmony, Orbitz, OpenTable and Home Box Office (HBO). Liftoff is headquartered in Menlo Park, California. Website: www.liftoff.io



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!

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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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.