Big Rock Labs Launches New Product LinkedInAudit.co To Help LinkedIn Users Optimize Their Professional Profiles, Boost Exposure And Grow Quality Connections To Achieve Career Goals

Toronto, ON - June 7, 2016 - Big Rock Labs Inc. ("Big Rock" or the "Company") (CSE: BLA) (FSE: BR1) has successfully launched www.linkedinaudit.co, a product that provides customers with fast and comprehensive feedback on their LinkedIn profile based on their employment situation and career goals. Currently offered at an introductory price of $14.99 CAD and powered through the Shopify network and payment system, the product works as follows:

You submit an application, we email you an audit of your LinkedIn profile within 48 hours (business days). Before submitting your application, you will be asked to supply information regarding career goals, purpose for using LinkedIn, and valuable assets that are unique to you. Your information is held in complete confidence and will be used by our team of profile experts to provide high quality results, tailored to you.

OUR MISSION

We built this audit platform to solve the biggest problem on LinkedIn: being found more often by the right people. Optimizing your LinkedIn profile is difficult if you don't know where to start. Many of the help resources online tell a different story. Our goal is to provide a convenient, comprehensive profile audit that is affordable and accessible to all so that you know exactly what to change to get the exposure you're looking for.

WHY CHOOSE US?

Our team of experts have worked with thousands of professional profiles. We are a publicly traded company and the developers of the Reach app, a networking app to connect with like-minded local professionals; available on iOS and Android. Get your LinkedIn profile audit today and get noticed by more companies looking for outstanding candidates like you!

Why get a LinkedIn Profile Audit?

Deciding what's best for your profile is a hit and miss process. We know what hiring managers and recruiters are looking for; we'll provide you with comprehensive feedback on your profile to help you quickly improve your profile so that you can get noticed by more people and companies searching the LinkedIn database. We make it easy and affordable!

What do I get for $14.99 CAD?

You will receive an email from your personal auditor within 48 hours (business days) of your purchase. This email will include a step-by-step audit of your current LinkedIn profile with tips and best practises for optimizing it.

Are you affiliated with LinkedIn?

No we are not. But we heard that they love us because we help their customers build stronger profiles and connect more often with the people they are looking for on LinkedIn!

Get your LinkedIn Profile Audit: www.linkedinaudit.co/products/linkedin-audit

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. Reach now recommends nearby professionals that can help develop your career or business opportunities - personalized to you based on your profile.

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/

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!

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 www.linkedinaudit.co and 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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