



Big Rock Labs Announces Reach App Technology Partnership with SocialHRCamp, Adds Advisor in Warsaw, Poland

Toronto, ON - January 28, 2015 - Big Rock Labs Inc. ("Big Rock" or the "Company") (CSE: BLA) (FSE: BR1) is delighted to announce that the Company and its proximity-based networking app Reach will be partnering with SocialHRCamp, an innovative HR Camp series.

The Company is excited that Reach is the official networking app of the SocialHRCamp in Vancouver this coming Saturday on January 31, 2015 at the Hootsuite offices and to have the opportunity to introduce the Vancouver HR and Recruitment community to the app, as well as the upcoming upgraded product releases.

SocialHRCamp was founded in 2012 by HR & Recruitment Technology Strategist Jeff Waldman. The interactive event brings together members of the local HR and Recruitment community to learn how to use social media and emerging technology in the workplace. It connects industry thought leaders, emerging HR and Recruitment technology vendors and practitioners in a day of learning, collaboration and social networking. Events have taken place in Vancouver, Toronto, San Francisco, Boston and Singapore with plans for expansion into other cities in the United States, Australia, the United Arab Emirates, the United Kingdom and India. For more information about SocialHRCamp please visit: www.socialhrcamp.com

As a SocialHRCamp technology partner, Big Rock Labs will help participants make real connections in real time using its iOS/Android app Reach.

Organizer: Jeff Waldman

Date: January 31, 2015 from 8.30am to 4.30pm

Location: Hootsuite, 5 East 8th Avenue, Vancouver, British Columbia, Canada

Registration and Event Information: <http://www.socialhrcamp.com/camp/vancouver-2/>

Blog Post - SocialHRCamp Partners Again With Big Rock Labs & Their Reach Networking App:
<http://www.socialhrcamp.com/socialhrcamp-partners-again-with-big-rock-labs-their-reach-networking-app/>

Addition of Advisor in Warsaw, Poland

Grzegorz Albrecht, an independent business catalyst based in Warsaw, Poland, joins Big Rock Labs as an advisor starting February 01, 2015. Grzegorz will support the Company's development by advising on brand and product strategy. Additionally his presence in Europe will facilitate marketing of the Reach app, cooperation with talented startups and potential corporate partners of Big Rock Labs in Europe. A particular focus lies on the promising Polish technology market which is poised for growth.

Grzegorz Albrecht is an experienced innovation advisor and a serial entrepreneur. He has co-founded 6 companies including a nationwide TV channel. In the last 8 years he has advised over 200 companies in Europe, Asia and North America including top-tier Pharmaceutical, Telecom & IT corporations. His inspiration comes from traveling - he has visited more than 50 countries on 5 continents and shares his passion as a scuba diving instructor. For more information please visit: www.grzegorzalbrecht.com



CREATE. DISRUPT. ENGAGE.

About Reach

Reach is a proximity-based networking app designed to bring potential connections together face-to-face in real time. By allowing users to choose distance, venue, industry and job title, the app allows individuals to discover and connect with professionals who can best serve their career goals, in an efficient and productive manner. Users can make a connection via phone, email or text, with businesspeople, salespeople, marketers, HR professionals, freelancers, recruiters and entrepreneurs worldwide looking to network whether at conferences, events, cafes or airport lounges. Launched out of beta in October 2014, Reach was developed by Canadian company Big Rock Labs. The app is available for iPhone, iPad and Android platforms. For more information please visit TheReachApp.com and follow Reach on Twitter at: twitter.com/TheReachApp

Reach: Real Connections, In Real Time.

Reach has launched a brief app promo video, watch it here: <http://www.vimeo.com/114027894>
The video features a Reach use case between professionals and a brief tutorial of the app.

Big Rock is currently working on Reach 1.5 and 2.0, two major updates with significant improvements to the user interface and user experience of the app. The Company plans to launch Reach 1.5 in the first quarter and Reach 2.0 in the second quarter of 2015.

The Reach App is available on Google Play and on the Apple App Store. It can be downloaded here: <http://www.TheReachApp.com>

Reach is the first professional networking tool that works exclusively to help you browse, get to know and connect with professionals in the world around you. Know who is within reach and use your time more efficiently by networking with the right people.

Reach leverages technology to make a handshake - the future of professional networking and the perfect mobile partner to millions of LinkedIn users worldwide.

Reach is a simple, industry agnostic and powerful tool for freelancers, entrepreneurs, investors, developers, designers, salespeople, marketers, HR professionals, recruiters and those generally interested to network in a way and at a rate not possible before. Browse nearby LinkedIn profiles or see who is checked-in at nearby Locations and "Reach Out" to them. Accepting a Reach request is the same as exchanging business cards - except you choose what contact info to share.

About the Company

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 iPhone, iPad and Android app, to capitalize on the fast-growing sharing economy. Big Rock has a team of expert software engineers who create disruptive products that engage and retain users through unique experiences. The Company is led by seasoned entrepreneurs and has retained experienced tech advisor and mentor Matthew Kaine. Next to being Chief Marketing Officer at Big Rock, he is actively involved in the Digital Media Zone at Ryerson University and the MaRS Discovery District in Toronto. Further information about Big Rock Labs is available at www.bigrocklabs.com and on the CSE website: www.thecse.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.