Big Rock Labs Launches Reach App Promo Video, Looks Ahead to 2015

Toronto, ON - December 15, 2014 - Big Rock Labs Inc. ("Big Rock" or the "Company") (CSE: BLA) (FSE: BR1) is pleased to announce that it has successfully produced and launched a Reach App promotion video. The video features a Reach use case between professionals and a brief tutorial of The Reach App.

The Reach App video is available for free on Vimeo and YouTube. Video duration is 1 minute and 23 seconds and filming took place in downtown Toronto.

Reach: Real Connections, In Real Time.

Video on Vimeo: http://www.vimeo.com/114027894

Video on YouTube: http://www.youtube.com/watch?v=ddYKeSaTV0E&feature=youtu.be

Big Rock is currently working on Reach 2.0, a major update with significant improvements to the user interface and user experience of the app. The Company plans to launch Reach 2.0 in the spring of 2015.

CEO Karl Pawlowicz commented: "I am extremely proud of our achievements in 2014. We are very excited as we look ahead to 2015. Our team has worked out a detailed product and marketing roadmap for Reach and we are in the process of hiring additional development and design talent. As we execute our business plan and add more valuable features to Reach, we are confident there is exponential growth of our Reach user base coming."

Next to the We Are Wearables and Tech in Motion events, The Reach App has been sponsoring several other events in Toronto, such as the TOTechBash, Agency Wars V and momondays Toronto. At these events, Big Rock Labs helped participants make real connections in real time using its iOS/Android app, Reach.

At the TOTechBash on December 2, 2014, Big Rock Labs & The Reach App were proud to lend a hand in celebrating Toronto's top tech contributors in 2014 and raising funds for the fantastic charitable institution Not Impossible Labs as an Above and Beyond Sponsor. A blog entry with a summary of the event can be read here: http://www.bigrocklabs.com/blog/

This year the event was held in support of Not Impossible Labs, a California based tech company working to change the world through innovation in healthcare. Not Impossible Labs has been working in Sudan, Africa on Project Daniel since December 2013, creating the first 3D printing prosthetic lab and training facility in the world. Working with doctors on the ground, the company has provided victims of war with a new lease on life through the manufacturing of 3D-printed arms and hands.

Big Rock Labs also sponsored the Agency Wars V event at Arcadian Court in Toronto on November 26, 2014 as well as momondays Toronto at the Hard Rock Cafe on November 24, 2014 and will be sponsoring the upcoming momondays Toronto on December 15, 2014 and January 26, 2015. More information about

momondays Toronto, a dynamic speaking event series organized by professional speaker Michel Neray, is available here: http://www.momondays.com/Toronto/

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Big Rock Labs developed The Reach App on Google Play for all Android devices as well as an updated version, Reach 1.2, on the Apple App Store for iPhone, iPad, iPad mini and iPod touch. The most recent version includes an INVITE button for easy sharing of The Reach App with friends and business partners by email. The free Reach App 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 is 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 salespeople, marketers, HR professionals, freelancers, recruiters, entrepreneurs and those generally interested to network in a way and at a rate that was 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 Karl Pawlowicz and Harald Seemann. In addition, Big Rock 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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