Big Rock Labs Announces Technology Partnership with Community Knowledge Exchange for Inaugural CKX Summit in Toronto from November 19 to 21, 2014

Toronto, ON - November 10, 2014 - Big Rock Labs Inc. ("Big Rock" or the "Company") (CSE: BLA) (FSE: BR1) is delighted to announce that it will be partnering with the Community Knowledge Exchange (CKX) for the inaugural CKX Summit from November 19 to 21, 2014 at the TIFF Bell Lightbox and the Canadian Broadcasting Centre (CBC) in Toronto.

Part platform, part process, CKX was founded by the Ontario Trillium Foundation and Community Foundations of Canada (CFC) with the purpose of building and sharing community knowledge amongst individuals, organizations and communities. CKX has chosen to host their inaugural CKX Summit in the heart of Toronto's Entertainment District, bringing more than 350 community leaders and change-makers from across Canada and internationally to one of the city's most diverse and vibrant neighbourhoods.

Big Rock Labs is an official technology partner for the event and will help participants make real connections in real time with its new iOS/Android app, Reach.

CEO Karl Pawlowicz commented: "This is a great opportunity to build relationships with other leaders, influencers and change-makers across Canada and internationally. CKX gathers numerous communities under one roof which is ideal for onboarding Reach users across a diverse range of industries, as well as for building awareness of our company and the products we are building."

"The most valuable thing participants at CKX will walk away with won't be on the agenda, or something a presenter will say," said Lee Rose, the CKX Sherpa and Director of Community Knowledge at CFC. "It's the connections and relationships that they'll make with other participants. We're excited to be using Reach to help our participants make those connections at CKX."

A recent blog post from Lee Rose about using the Reach app at CKX can be read here: http://www.ckx.org/blog/2014/11/04/the-most-important-thing-youll-take-away-from-ckx/

Also partnering with CKX for the summit are Google, IBM, Manulife Asset Management, MaRS Discovery District, PwC Canada, TD Bank Group and many more. For a full list of partners, please visit: http://www.ckx.org/summit/partners/

Big Rock Labs will onboard new users and provide installation & usage support for Reach from a booth at the event. Anyone interested in attending CKX can register for the Summit at: http://www.ckx.org/summit/register/

CMO Matt Kaine and Advisor Steph Bigue will also attend Be Great Fest on November 14, 2014 to introduce Reach to the Los Angeles user community.

Be Great Fest is the largest entrepreneur festival in Los Angeles, USA, with top speakers and approximately 5,000 entrepreneurs. The event will be hosted at the Los Angeles Center Studios and includes a full day of

high-energy learning, networking and celebrating. Mr. Kaine and Mr. Bigue will be present at the Founder's Club, a private clubhouse at Be Great Fest 2014 for exclusive networking opportunities with the leading founders, executives and influencers of Los Angeles. More information about Be Great Fest is available at: http://www.begreat.co/fest/

Reach: Real Connections, In Real Time.

Big Rock recently launched the free Reach app on Google Play for all Android devices as well as an updated version, Reach 1.1, on the Apple App Store for iPhone, iPad, iPad mini and iPod touch. Reach 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 two iPhone, iPad and Android apps to capitalize on the fast-growing sharing economy: Reach and Hostello. 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 CMO 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.

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