

February 18, 2016



Balance Labs' Stock Begins Trading February 16, 2016

Balance Labs' Common Stock Has Been Approved for Trading Under the Ticker Symbol "BLNC"

MIAMI BEACH, FL -- (Marketwired) -- 02/18/16 -- Balance Labs, Inc. (OTC PINK: BLNC) a business consulting firm and an incubator and accelerator of companies is pleased to announce that its shares of common stock has been approved to trade by the Financial Industry Regulatory Authority (FINRA) and began trading on February 16, 2016 under the ticker symbol "BLNC."

Since our founding in 2014 we have been working diligently on the ability to deliver a wide range of services to our anticipated clients by facilitating connections with leading service providers. Our goal is to empower entrepreneurs to achieve their long-term business goals and we will assist our clients with:

- Business model development, including marketing research, naming and branding
- Business plan writing
- Financial modeling
- Website & mobile app development
- Employee and board member recruitment
- Patent and trademarks consulting
- Product and service development
- Product production
- Develop marketing plan and material
- Product and service placement
- Assist in identifying strategic funds and sources of capital
- Procuring Celebrity endorsements
- Introductions to professional services, i.e., legal & accounting

Many of the services offered are provided by third party service providers that specialize in their respective fields, whereas we maintain oversight of all of the different service providers and provide management and oversight of the entire package of services.

Over the coming months, we anticipate expansion of our operations by incubating and nurturing our own internally created business concepts.

We decided to take the company public in order to give our shareholders, employees and partners the opportunity to own equity in us. Recently, many high-growth tech startups have chosen to remain private for longer periods of time, restricting access to their stock to "accredited" and a limited number of non-accredited investors. We believe that by

accessing the public markets, we can build a broad shareholder base and continue to grow business.

Balance Labs' risk factors, corporate history and audited financials are available to the public along with other SEC filings at <http://ir.BalanceLabs.co>

For additional information, please visit www.BalanceLabs.co

About Balance Labs

Balance Labs is a business consulting firm and an incubator and accelerator of companies. We assist entrepreneurs in turning their dreams into reality. Balance Labs receives fees in cash, equity and royalties for the services it provides. Balance Labs plans on consistently distributing a portion of the equity it receives as fees or as a founding partner to its shareholders. For more information, please visit www.BalanceLabs.co

This information does not constitute an offer to sell or a solicitation of an offer to buy securities or assets of Balance Labs. All information presented herein with respect to the existing business and the historical operating results of Balance Labs and estimates and projections as to future operations are based on materials prepared by the management of Balance Labs and involve significant elements of subjective judgment and analysis which may or may not be correct. While the information provided herein is believed to be accurate and reliable, Balance Labs makes no representations or warranties, expressed or implied, as to the accuracy or completeness of such information. In furnishing this information, Balance Labs reserves the right to amend or replace some or all of the information herein at any time and undertakes no obligation to provide the recipient with access to any additional information. Nothing contained herein is or should be relied upon as a promise or representation as to the future.

Forward-looking Statements:

Certain matters discussed in this announcement contain statements, estimates and projections that involve risks to and uncertainties in Balance Labs' business that may cause actual results to differ materially from those anticipated by the statements made herein. Such statements, estimates and projections constitute forward-looking statements within the meaning of the federal securities laws. Balance Labs undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. The recipient of this information is cautioned not to place undue reliance on forward-looking statements. No representations or warranties are made as to the accuracy of such forward-looking statements or whether any of the projections included herein will be realized.

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