



BIG STICK MEDIA COMPLETES PURCHASE OF WHO2BETON WEBSITE

VANCOUVER, BC, July 17, 2007 – (TSX-V: BSM) Big Stick Media Corporation is pleased to announce today that its wholly-owned subsidiary, IGC Entertainment Corporation (“IGC”), has completed the purchase of all of the assets related to the website www.who2beton.com (the “W2 Website”) from 1402487 Ontario Limited (“W2”), an Ontario based corporation, for an initial cash outlay of \$6,850. The effective date of the closing is July 16, 2007.

“The W2 Website purchase represents an opportunity to strengthen our portfolio of sports information assets in Canada,” said Christopher Kape, Big Stick Media’s President and CEO. “The W2 Website provides a broad range of information for sports enthusiasts including information relating to Canadian football and professional hockey, two areas of opportunity for IGC.”

In addition to the purchase of the assets, Lawrence Rabie, the principal of W2, has been engaged as an employee of IGC to assist in the integration and continued operation of the W2 Website.

“The integration of the Who2beton product will compliment Big Stick Media’s existing portfolio of sports information assets,” said Mr. Rabie. “The combined offering will appeal to a broader group of subscribers and I believe it will deliver impressive results for IGC.”

“This acquisition benefits Big Stick Media in two significant ways: by integrating the W2 assets with our own, we can capitalize on efficiencies; and perhaps more importantly we have added Lawrence to our executive team. The addition of his 10 years of experience is another important step toward our goal of becoming the dominant player in the sports information sector,” continued Mr. Kape.

Subsequent to the purchase, the vendor is entitled to receive, in addition to the initial purchase price consideration, 50% of the net profit the W2 Website is able to generate until November 30, 2015 (to an aggregate maximum of \$3,000,000). In the event the W2 Website does not perform as expected, between November 1, 2007 and November 30, 2008, Big Stick Media has the right to sell back the assets to W2 for \$1 plus the aggregate advertising expenditure made over the time period that W2 was under IGC’s umbrella.

As of the date hereof, Big Stick Media has 63,415,693 issued and outstanding common shares.

About Big Stick Media Corporation

Big Stick Media Corporation owns and operates a portfolio of assets that provide fact-based and opinion-oriented information relevant to the sports industry. These assets include websites, client-server software, publications and call centers. The Company generates revenues in a number of ways, including various direct to consumer services and direct to business sales through a portfolio of websites which includes www.JimFeist.com, www.PicksOnline.com, www.who2beton.com, www.Vegasonlinesports.com, www.OffshoreConnection.com and www.ScoresLinesPicks.com. Big Stick Media also operates Linetracker (www.linetracker.com), a state of the art, real-time sports information system for serious sports enthusiasts, handicappers and bettors. In addition, the Company operates various fantasy sports contests catering to all the sports enthusiasts through its fantasy sports website www.rotoplay.com.

For additional information:

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Cautionary Statement

The TSX Venture Exchange has not reviewed, and does not accept responsibility for the adequacy and accuracy of this release.

No stock exchange, securities commission or other regulatory authority has approved nor disapproved the information contained herein. The News Release includes certain "forward looking statements". All statements other than statements of historical fact, included in this release, including, without limitation, statements regarding potential mineralization and reserves, exploration results and future plans and objectives of Big Stick Media Corporation, are forward looking statements that involve risks and uncertainties. There can be no assurance that such statements will prove to be accurate and actual results and future events could differ materially from those anticipated in such statements. Important factors that could cause actual results to differ materially from Big Stick Media Corporation's expectations are various risks detailed from time to time in the filings made by Big Stick Media Corporation with securities regulations.