



## **BIG STICK MEDIA CORPORATION REPORTS SECOND QUARTER RESULTS**

**VANCOUVER, BC, July 18, 2007 – (TSX-V: BSM) Big Stick Media Corporation** (“Big Stick Media” or the “Company”) today reported financial results for its second quarter of fiscal 2007 (ended May 31, 2007).

During the second quarter of its 2007 fiscal year, the Company generated total revenue of \$2,585,000 and incurred a net loss of \$104,000. Exclusive of non-cash expenses and foreign currency translation losses, the Company earned an adjusted net income of \$439,000. The Company had been inactive for second quarter fiscal 2006, making year-over-year comparative analysis non-informative.

Other highlights of the financial results for the fiscal quarter ended May 31, 2007 are as follows:

- Cash balance of \$4.4 million including funds held in reserve by processing banks and regulatory bodies.
- Total revenue of \$2.6 million during a quarter that is generally less robust than those in which professional football takes place.
- In addition to the \$2.6 million of revenue, the balance sheet as at May 31, 2007 reflects \$1.9 million of deferred revenue of which 96 per cent will be recognized in the next 12 months. No deferred costs will be expensed against this revenue.
- The Company completed an equity raise of \$1.15 million that provides additional working capital to effect strategic acquisitions and to increase the depth and market penetration of existing product offerings.

“I am pleased to report continuing positive results across all of our product lines,” said Christopher Kape, President and Chief Executive Officer of Big Stick Media. “Our revenues continue to demonstrate a positive trend throughout our business cycle which tends to peak during the significant football season in North America. We continue to make strides toward our goal of becoming the dominant provider of information to sports betting enthusiasts and fantasy sports participants.”

The Company’s unaudited consolidated financial statements and management discussion and analysis (MD&A) for the fiscal quarter ended May 31, 2007 are available at [www.sedar.com](http://www.sedar.com).

The Company presently has 63,415,693 common shares outstanding which are listed under the symbol BSM on the TSX Venture Exchange.

### **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](http://www.JimFeist.com), [www.PicksOnline.com](http://www.PicksOnline.com), [www.who2beton.com](http://www.who2beton.com), [www.Vegasonlinesports.com](http://www.Vegasonlinesports.com), [www.OffshoreConnection.com](http://www.OffshoreConnection.com) and [www.ScoresLinesPicks.com](http://www.ScoresLinesPicks.com). Big Stick Media also operates Linetracker ([www.linetracker.com](http://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 sports enthusiasts through its fantasy sports website [www.rotoplay.com](http://www.rotoplay.com).

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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.*