



## **BIG STICK MEDIA ENGAGEMENT WITH OVERY FINANCIAL INC.**

**VANCOUVER, BC, July 24, 2007 – (TSX-V: BSM) Big Stick Media Corporation** (the “Company”) is pleased to announce that as a result of a previously established strategic consulting engagement with Overy Financial Inc. (“Overy”) to assist with the ongoing development and marketing of its LineTracker product (“LineTracker”), the new LineTracker has been launched as of today’s date. Some important changes to the product have been the re-branding of LineTracker into LineTracker GOLD, and the introduction of LineTracker LITE, a slightly modified, and scaled down adaptation of the flagship version, which retail for \$399 per \$149 per month, respectively. As well as product positioning, the Company is pleased to announce that a number of new features have been incorporated into LineTracker, providing the sports enthusiasts, handicappers and betting industry with a more competitive alternative to the current market leader, Don Best Odds. Lastly, a re-vamping of the entire LineTracker website at [www.linetracker.com](http://www.linetracker.com) has also been completed, which provides potential customers with the ability to obtain a FREE 3-day trial, along with the ability for customers to login to their accounts from any web browser worldwide, rather than only through the client-server product. (to be released within 3 weeks).

"Big Stick Media’s management is extremely pleased to have Overy engaged in the development of our unique LineTracker asset in order to have it realize its enormous potential. We are confident that the marketing insight, experience and resources that Overy can apply to this initiative will be a great benefit to the company", said Christopher Kape, President and CEO of Big Stick Media. "The lightening fast development and deployment work done to date on this project has been exceptional, and I personally want to thank all our staff and Overy for their commitment to making this a success for us."

As part of the consulting agreement, Overy will continue to consult on LineTracker's marketing initiatives and ongoing technological excellence. As compensation for its services, Overy will be entitled to a percentage payment based on the net financial success of the product sales after certain basic milestones have been achieved.

### **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. Through its various subsidiaries, The Company generates revenues in a number of ways, including various direct to consumer services, such as sports handicapping information, and

direct to business sales, such as customer information acquisition, 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 the sports enthusiasts through its fantasy sports website [www.rotoplay.com](http://www.rotoplay.com).

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

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