



BIG STICK MEDIA ENGAGES INVESTOR RELATIONS FIRM

VANCOUVER, BC, July 26, 2007 – (TSX-V: BSM) Big Stick Media Corporation

Big Stick Media Corporation (“Big Stick Media” or the “Company”) is pleased to announce today that it has engaged the services of Caliber Capital Partners (“Caliber”) to provide it with strategic investor relations consulting services.

Caliber, which specializes in providing strategic advice to emerging public companies, will provide Big Stick Media with advisory services in financial communications and investor relations. It will also be responsible for increasing Big Stick Media’s exposure to the financial community and communicating with industry professionals, current shareholders and potential investors.

The agreement between Big Stick Media and Caliber is for a one-year term commencing on TSX Venture Exchange acceptance of the engagement. The agreement provides for the payment of cash compensation to Caliber in the amount of \$7,500 per month.

Caliber, which acts at arm's length to Big Stick Media, is also to receive an aggregate of 500,000 incentive stock options. Such incentive stock options will vest on the basis of 125,000 each quarter commencing on the first day of the engagement. Each option will be exercisable at a price of \$0.20 per share for a period of one year from the date of vesting.

Big Stick Media’s President and CEO Christopher S. Kape stated, “We are impressed with Caliber’s achievements and credentials and we expect that Caliber’s market knowledge and expertise will significantly assist Big Stick Media in its efforts to raise our profile in the public market.”

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.

About Caliber Capital Partners

Caliber Capital Partners is a British Columbia-based capital market advisory firm assisting emerging companies to achieve their growth potential, brand recognition and establish a fair market value within the financial marketplace. Caliber Capital has a history of providing strategic financial advice to emerging private and publicly traded companies, and has established a reputation for dedication and excellence. Please visit www.calibercapitalpartners.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.