



## **BIG STICK MEDIA'S PROLINE BEGINS 29<sup>TH</sup> SEASON AND DEBUTS ON SPIKE TV**

**VANCOUVER, BC, September 17, 2007 – (TSX-V: BSM) Big Stick Media Corporation** is pleased to report that its PROLINE television broadcast is entering its 29<sup>th</sup> season on the USA Network and SpikeTV. With a new set design and television show format, PROLINE began the 2007 NFL campaign with three weekly shows on the USA Network and, for the first time, a weekly show on SpikeTV.

"The addition of SpikeTV to our distribution network is another avenue for our continued growth in football related sales of handicapping advice," stated Christopher Kape, President and CEO of Big Stick Media. "Jim Feist host of PROLINE is doing a great job and we are encouraged by the initial success of PROLINE's new set design and television show format."

With the first week of the 2007 NFL season complete, PROLINE experienced a 14% increase of in-bound call volume to its Las Vegas call center compared to the same time period in 2006. Furthermore, with its debut on SpikeTV, PROLINE experienced an additional 7% increase of in-bound calls. The number of in-bound calls received by the call center is considered to be directly correlated to the revenue generated by the handicapping advice business unit.

PROLINE provides viewers with a unique Las Vegas style perspective on the world of college and professional sports. PROLINE includes extensive game analysis and selections from recognized leading handicapper Jim Feist and his team. In addition to the web ([www.prolinetv.com](http://www.prolinetv.com)), PROLINE airs on cable television to a national audience via USA Network and SpikeTV on a weekly basis during the NFL football season.

### **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 the 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.

This press release contains certain forward-looking statements with respect to the Corporation. These forward-looking statements, by their nature, involve risks and uncertainties that could cause actual results to differ materially from those contemplated. We consider the assumptions on which these forward-looking statements are based to be reasonable, but caution the reader that these assumptions regarding future events, many of which are beyond our control, may ultimately prove to be incorrect. 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.