



BIG STICK MEDIA'S LINETRACKER SURPASSES 1,000 SUBSCRIPTIONS

VANCOUVER, BC, September 19, 2007 – (TSX-V: BSM) Big Stick Media Corporation is pleased to announce that since the launch of its new version of LineTracker GOLD and LineTracker LITE on July 23, 2007, the number of subscribers has increased by more than 300% and has surpassed the 1,000 subscriber milestone.

“We have made a number of strategic investments to materially grow this division’s revenue and profitability and we are encouraged by the growth realized over such a short period,” said Christopher Kape, President and CEO of Big Stick Media, “We are succeeding in gaining significant market share that has added tremendous value for our shareholders. We fully expect that this growth will lead to more opportunities for us down the road.”

LineTracker (www.linetracker.com) is a state of the art, real-time sports information system for serious sports enthusiasts, handicappers and bettors. The LineTracker product line is divided into LineTracker GOLD, and LineTracker LITE, a slightly modified, and scaled-down adaptation of the flagship version, for which subscribers pay \$399 and \$149 per month, respectively.

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, and 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.

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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 may contain 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.