



BIG STICK MEDIA CORPORATION REPORTS THIRD QUARTER RESULTS

VANCOUVER, BC, October 26, 2007 – (TSX-V: BSM) Big Stick Media Corporation (“Big Stick Media” or the “Company”) today reported financial results for its third quarter of fiscal 2007 (ended August 31, 2007).

During the third quarter of its 2007 fiscal year, the Company generated total revenue of \$1,586,000 and incurred a net loss of \$1,310,000. Exclusive of non-cash expenses and foreign currency translation losses, the Company incurred an adjusted net loss of \$833,000. The Company had been inactive for the third fiscal quarter of 2006, making year-over-year comparative analysis non-informative.

Highlights of the fiscal quarter ended August 31, 2007:

- Cash balance of \$4.2 million including funds held in reserve by processing banks and regulatory bodies. Net cash used in operations during the quarter amounted to only \$117,000.
- Total revenue of \$1.6 million during the Company’s weakest fiscal quarter given that the majority of sales occur during the professional and college football and basketball seasons and no part of the third quarter contained games related to these sports.
- The balance sheet as at August 31, 2007 reflects significant deferred revenue of over \$2.8 million in respect of which the Company has already received the cash. Deferred revenue is recognized on a month-to-month basis in the case for LineTracker subscriptions, or during the fourth quarter of fiscal 2007 and the first two quarters of fiscal 2008 for the handicapping advice sales.
- Launching of the new LineTracker, a state of the art, real-time sports information system for serious sports enthusiasts, handicapper and bettors and the changing of its name to Big Stick Media to better reflect a more diversified media company.

“The strength of our sales in the third quarter across our various product lines gives us significant confidence heading into the important football season,” said Christopher Kape, President and Chief Executive Officer of Big Stick Media. “We continue to experience progress across all of our product lines, and while our accounting revenue recognition is deferred relative to much of the cash inflow, our cash balances remain strong and our revenue growth on a full year basis is trending very positively.”

The Company's unaudited consolidated financial statements and management discussion and analysis (MD&A) for the fiscal quarter ended August 31, 2007 are available at www.sedar.com.

The Company presently has 66,880,842 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, 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 sports enthusiasts through its fantasy sports website www.rotoplay.com.

For additional information:

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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.