



BIG STICK MEDIA EXERCISES RIGHT TO RE-SELL WHO2BETON ASSETS

VANCOUVER, BC, December 20, 2007 – (TSX-V: BSM) Big Stick Media Corporation announces today that its wholly-owned subsidiary, IGC Entertainment Corporation (“IGC”), has invoked its right to transfer back to the original vendor, 1402487 Ontario Limited (“W2”), all of the assets related to the website www.who2beton.com (the “W2 Website”). IGC had originally acquired the W2 Website on July 16, 2007 for an initial cash outlay of \$6,850 with the obligation to pay additional purchase price consideration out of the prospective income generated by the acquired assets over a number of years following the initial purchase date. The effective date of the re-sell (the “Re-Sell”) of the W2 Website is December 15, 2007.

During the period of time that IGC owned and operated the W2 Website, the assets incurred net losses of approximately \$110,000. Pursuant to documents evidencing the Re-Sell, IGC is entitled to recover from W2 the initial cash consideration of \$6,850 in January of 2008. Furthermore, it is entitled to recover the aggregate amount spent on advertising initiatives during the period of time IGC owned and operated the W2 Website which amount is estimated to be \$70,000. Such amount will be recovered over a 24-month period commencing in February of 2008 with the payment stream guaranteed by W2’s principal shareholder.

“While we were of the view that the W2 Website would generate significant revenues during the important football season as a result of improvements made to the intellectual property as well as the advertising initiatives undertaken, the results did not merit our continued involvement,” said Christopher Kape, Big Stick Media’s President and CEO. “Accordingly, we have made the decision to exercise our re-sell rights before the quieter spring and summer seasons. We thank Lawrence Rabie, the principal of W2, for his efforts in this regard and wish him well in his future endeavours related to W2.”

As of the date hereof, Big Stick Media has 68,055,842 issued and outstanding common shares.

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.Vegasonlinesports.com, www.ScoresLinesPicks.com, www.OffshoreConnection.com and www.linetracker.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.