



## **BIG STICK MEDIA BOOSTS FEIST'S SHAREHOLDINGS TO 7.5 MILLION**

**VANCOUVER, BC, January 17, 2008 – (TSX-V: BSM) Big Stick Media Corporation's** James Feist, of Las Vegas, Nev., a director of Big Stick's wholly owned Nevada subsidiary, has acquired ownership and control of 7,506,640 common shares of Big Stick, pursuant to the issuance by Big Stick of 1,474,831 common shares in accordance with the asset purchase agreement, dated Nov. 3, 2006, with National Sports Services Inc. Pursuant to such agreement, Big Stick is obligated to issue a maximum of 8,511,668 common shares from treasury (each at a deemed price of 35 cents) in the event the acquired assets attain predetermined revenue targets. Such share consideration is in addition to other consideration (in the form of cash and liability assumption) amounting to a maximum total purchase price consideration of \$4,971,791. To date, 5,106,640 common shares have been issued to Mr. Feist in accordance with the aforementioned agreement and he is potentially entitled to be issued an additional 3,405,028 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](http://www.JimFeist.com), [www.Picksonline.com](http://www.Picksonline.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 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.*