



## **BIG STICK MEDIA CORPORATION ANNOUNCES ASIAN LICENSING AGREEMENT**

VANCOUVER, BRITISH COLUMBIA, JULY 21, 2008 – (TSX Venture Exchange; BSM)

Big Stick Media Corporation (“**BSM**”) is pleased to announce that it has entered into a licensing agreement with Golden Retriever Consulting Co. Ltd. (“**Golden Retriever**”), a British Virgin Islands company with its principal place of business in Taipei, Taiwan. Pursuant to the licensing agreement, BSM will earn a percentage of the revenues earned by Golden Retriever for the world wide (via the Internet) distribution in the Mandarin language of BSM’s opinion-oriented information found at [www.jimfeist.com](http://www.jimfeist.com). The agreement entails a start date of July 21, 2008.

BSM’s CEO Christopher Kape, stated, “We are very pleased to have entered into this agreement with Golden Retriever. This initiative provides us with the opportunity to introduce BSM’s products to an international audience. The Mandarin speaking populace has demonstrated an increased interest in North American sports in recent years, particularly baseball and basketball. As the popularity of these sports continues to surge within this demographic, our product becomes more compelling. The structure of the deal represents a no-lose proposition for BSM in that we earn a percentage of net revenues generated without any up-front monetary commitment. In the near future, we intend to expand the scope of our relationship with Golden Retriever to offer live lines services from our recently acquired Don Best Sports product line to worldwide Chinese / Mandarin speaking populations. Clearly, this represents another important step in our goal to become a worldwide leader in the sports information sector.”

As at the date hereof and including the issued shares referred to herein, BSM has 121,685,101 issued and outstanding common shares.

BSM is based in Vancouver, British Columbia and trades on the TSX Venture Exchange under the trading symbol “BSM”.

### **About Big Stick Media Corporation**

BSM 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. BSM 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). BSM also operates Don Best Sports

([www.donbest.com](http://www.donbest.com)), a state of the art, real-time sports information systems 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.*