



BIG STICK MEDIA CORPORATION ANNOUNCES EARNINGS FOR FISCAL QUARTER ENDED MAY 31, 2008

VANCOUVER, BRITISH COLUMBIA, July 29, 2008 – (TSX Venture Exchange: BSM)

Big Stick Media Corporation (“BSM” or the “Company”) today announces its financial results for its second fiscal quarter of 2008 (ended May 31, 2008).

During the second quarter of its 2008 fiscal year, the Company achieved total revenue of \$2,755,000 and incurred a net loss of \$2,060,000. The corresponding revenue and net loss figures for the second quarter of fiscal 2007 were \$2,585,000 and \$104,000 respectively. Excluding the effects of non-cash expenses related to amortization and stock option compensation as well as a foreign exchange gains and losses emanating from the movement of U.S. dollar, the adjusted net loss for the quarter ended May 31, 2008 was \$1,249,000. The adjusted loss for the quarter ended May 31, 2008 includes the effects of a one-time contract cancellation expense of \$1,250,000 related to the termination of a marketing services contract with a third party consultant in support of the Linetracker product. With the acquisition of the Don Best Sports product line (“Don Best”), Linetracker and the related marketing services contract became redundant and were wound down. Adjusting for this one-time cancellation expense as well as \$67,000 of interest expense recognized in relation the convertible debentures issued in the quarter yields a normalized EBITDA of \$68,000 which compares to the normalized EBITDA of \$446,000 in the corresponding quarter of fiscal 2007.

The reduced normalized EBITDA in the second quarter of 2008 is primarily due to the additional personnel and customer service costs incurred to bolster the Linetracker division (prior to the acquisition of Don Best), costs incurred to integrate the two platforms, as well as reduced sales volumes from the Las Vegas call center.

Highlights associated with the fiscal quarter ended May 31, 2008 are as follows:

- On April 28, 2008, BSM completed the purchase of 100% of the shares of Corcom, Inc. (“Corcom”) which owns and operates the Don Best business.
- In support of the Corcom acquisition, the Company completed two private placements to raise aggregate financing of US\$9.25 million. The funds were used to defray the cash component of the Corcom acquisition due and payable at closing as well as to effect the contract cancellation payment described above.

- Given that the product offerings of Don Best were directly competitive to Linetracker (BSM's own feed service product), the Company folded the Linetracker product into that of Don Best immediately following the Corcom acquisition in order to eliminate the duplication of costs. The Linetracker customers were successfully migrated to the Don Best platform by May 15, 2008.
- In addition to the revenues recognized to date by the Company, its balance sheet, as at May 31, 2008, reflects deferred revenue of approximately \$2.94 million, 97% of which will be recognized as revenue in the ensuing 12 months. There are no material deferred costs on the balance sheet to be expensed against such revenue.

"The second quarter of 2008 represented a company-defining moment for BSM with the acquisition of Don Best. Don Best is clearly the pre-eminent brand within the live sports information market in North America. This acquisition promises to materially enhance our market share in this space and to significantly bolster our operating cash flow", stated Christopher Kape, President and Chief Executive Officer.

"The Don Best acquisition has provided us with a strong platform from which we are now able to broaden our product reach beyond the North American borders and reach geographies that we have not previously serviced. Our first initiative in this respect is our recently announced joint venture with a Taiwanese partner to offer our online handicapping content to Chinese speakers worldwide. We will soon similarly offer a Mandarin version of the Don Best product to populations that are extremely enthusiastic about sports and sports betting which was legalized in Taiwan effective May of 2008. Having owned Don Best for three months, we now have a greater appreciation for both the strength of its brand and the vast untapped potential to exploit the brand in Asia and Europe."

The Company's unaudited consolidated financial statements and management discussion and analysis (MD&A) for the second quarter ended May 31, 2008 are available at www.sedar.com.

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, www.Picksonline.com, www.Vegasonlinesports.com, www.OffshoreConnection.com, www.ScoresLinesPicks.com and www.g_picks.com. BSM also operates Don Best Sports (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.

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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.