



## **BIG STICK MEDIA CORPORATION ANNOUNCES THE SALE OF ROTOPLAY ASSETS**

VANCOUVER, BRITISH COLUMBIA, October 31, 2008 – (TSX Venture Exchange: BSM)

Big Stick Media Corporation (“BSM” or the “Company”) today announces that, effective October 22, 2008, it has sold the assets related to the fantasy sports website [www.rotoplay.com](http://www.rotoplay.com) to Pressure Packed Sports, Inc. (“PPS”), a Pennsylvania corporation. In consideration for the assets, PPS shall assume all of the customer deposit liabilities associated with the website’s operations and provide the Company with an additional maximum aggregate purchase price of up to \$260,000. Such additional purchase price consideration is payable over the five (5) year period immediately subsequent to the effective date of the transaction and is based primarily upon the subject assets’ generation of operating income during such period.

As at the date hereof, BSM has 121,283,101 issued and outstanding common shares.

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

Additional information about BSM can be found at [www.bigstickmedia.com](http://www.bigstickmedia.com) or under BSM’s profile at [www.sedar.com](http://www.sedar.com).

### **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, the most significant of which are [www.JimFeist.com](http://www.JimFeist.com), [www.donbest.com](http://www.donbest.com) and [www.g-picks.com](http://www.g-picks.com). BSM also operates the Don Best Sports real-time sports information systems for serious sports enthusiasts, handicappers and bettors.

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.*