



## **BIG STICK MEDIA CORPORATION ANNOUNCES EARNINGS FOR FISCAL QUARTER ENDED FEBRUARY 29, 2008**

VANCOUVER, BRITISH COLUMBIA, April 21, 2008 – (TSX Venture Exchange: BSM)

Big Stick Media Corporation (“BSM” or the “Company”) today announces its financial results for its first fiscal quarter of 2008 (ended February 29, 2008).

During the first quarter of its 2008 fiscal year, the Company achieved total revenue of \$4,029,703 and net income of \$233,327. Exclusive of non-cash amortization expense and stock option compensation expense, the Company realized earnings of \$697,198. In the comparable quarter for fiscal 2007, the Company reported revenue of \$3,833,361, net income of \$706,853 and earnings of \$1,037,795 exclusive of similar non-cash charges.

Highlights associated with the fiscal quarter ended February 29, 2008 are as follows:

- Including funds held as reserves by processing banks and regulatory bodies, the Company has approximately \$3.12 million in aggregate cash balances.
- Revenues recognized for the quarter were approximately 5% higher than those recognized in the first quarter of the 2007 fiscal year. The revenue growth was primarily attributed to the significant growth in BSM’s market share for its Linetracker division that provides subscribing customers with fact-based information pertaining to North American sporting contests and their participants.
- In response to the large increase in the Company’s customer base of the Linetracker division, it materially increased staffing and related resources for the division. These increases necessitated start-up costs as well as an enhanced operating cost budget. Management believes that its Linetracker division will continue to increase its revenues to more efficiently amortize its enhanced fixed cost profile.
- Relative to the comparable period in 2007, the Company spent incremental advertising dollars in the first quarter of 2008 as it expanded the reach and duration of its proprietary Proline television show that acts as a lead generator for its handicapping business.
- In addition to the revenues recognized to date by the Company, its balance sheet, as at February 29, 2008, reflects deferred revenue of approximately \$2.67

million, 97.5% of which will be recognized as revenue in the ensuing 12 months. There are no deferred costs on the balance sheet to be expensed against such revenue.

“The first quarter of 2008 was a transitional period for Big Stick Media as we began to ramp up the scale of our Linetracker division. While this necessitated the dedication of additional resources to adequately staff and support the division, we have gained a significant foothold in the competitive space of live feed-based information supporting the North American sports market” stated Christopher Kape, President and Chief Executive Officer. “Assuming that we are successful in closing our previously announced deal to acquire the Don Best Sports operations, we will become the dominant player in the space and will be well positioned to grow our profitability and to lessen our dependence on our core handicapping revenues. The goal of achieving cash flow positive results from operations in fiscal 2008 remains unchanged.”

The Company’s unaudited consolidated financial statements and management discussion and analysis (MD&A) for the fiscal quarter ended February 29, 2008 are available at [www.sedar.com](http://www.sedar.com).

The Company has 69,530,673 common shares outstanding which shares are listed on the TSX Venture Exchange under the symbol BSM.

### **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).

For additional information contact:

Big Stick Media Corporation:

Contact: Christopher S. Kape, President

Email: [chris@bigstickmedia.com](mailto:chris@bigstickmedia.com)

PH: (604) 630-6550 ext. 111

### **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 Stik Media Corporation with securities regulations.*