



BIG STICK MEDIA CORPORATION APPOINTS DANA CORBO AS PRESIDENT OF DON BEST

VANCOUVER, BRITISH COLUMBIA, May 6, 2008 – (TSX Venture Exchange; BSM)

Following Big Stick Media Corporation's ("BSM") acquisition of Don Best Sports, Christopher S. Kape, BSM's President and CEO is pleased to announce the appointment of Dana Corbo, as President and a Director of Corcom, Inc. (the corporate entity that operates Don Best Sports).

"Mr. Corbo has significant experience in the sports information industry and presided over the operations for 10 years prior to its acquisition in 2004. Dana will be well positioned to use his extensive knowledge, abilities and contacts within the industry to integrate the Linetracker and Don Best products and to restore the merged operations to the full value previously enjoyed by the Don Best business. We are confident that Dana will spearhead our efforts to broaden the geographic reach of our live fact-based feed service to markets including Europe and Asia. This initiative represents a cornerstone of BSM's organic growth plan. The addition of Dana to our team is a strong validation of our business prospects", stated Mr. Kape.

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, www.Picksonline.com, www.Vegasonlinesports.com, www.OffshoreConnection.com and www.ScoresLinesPicks.com. Big Stick Media also operates Linetracker (www.linetracker.com) and Don Best Sports (www.donbest.com), both 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.

For additional information:

Contact: Christopher S. Kape, CEO

Email: 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 Stick Media Corporation with securities regulations.