



BIG STICK MEDIA CORPORATION ANNOUNCES ISSUANCE OF INCENTIVE STOCK OPTIONS

VANCOUVER, BRITISH COLUMBIA, May 13, 2008 – (TSX Venture Exchange; BSM)

Big Stick Media Corporation (“BSM” or the “Company”) announces that, pursuant to its stock option plan, it has granted incentive stock options to its directors and employees to purchase up to an aggregate of 3,650,000 common shares in the capital stock of the Company.

The Company's 10% rolling stock option plan was approved by the shareholders at the Annual and Special General Meeting of the Company which was held on June 15, 2007.

The stock options which are proposed to be granted are for a term of five years at an exercise price of \$0.20 per common share and are to vest as to 50% one year from issuance and 50% on the second anniversary of issuance. The granted options and any stock resulting from the exercise thereof are subject to a four-month hold period.

The grant is subject to TSX Venture Exchange approval.

BSM currently has outstanding 99,185,101 common shares.

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.

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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.