



BIG STICK MEDIA CORPORATION ANNOUNCES ELECTION OF A NEW DIRECTOR

VANCOUVER, BRITISH COLUMBIA, SEPTEMBER 3, 2008 – (TSX Venture Exchange; BSM)

Big Stick Media Corporation (“BSM”) is pleased to announce that at its annual and general meeting held on September 3, 2008, its shareholders elected Jonathan Moss as a director.

Mr. Moss replaces James Ryan who requested not to be included on the slate as it conflicts with other working commitments. The Board would like to thank Mr. Ryan for his valuable contribution to the Company.

All of the Company’s other directors were re-elected.

Upon his election, Mr. Moss has been granted 200,000 incentive stock options. All options granted have a term of five years with 100,000 vesting one (1) year from the date of grant and 100,000 vesting two (2) years from the date of grant. All options are exercisable at the price of \$ 0.20 per common share.

As at the date hereof 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”. Additional information about BSM may be found at www.bigstickmedia.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 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.