



BIG STICK MEDIA CORPORATION ANNOUNCES INTENTION TO REPURCHASE SHARES

VANCOUVER, BRITISH COLUMBIA, SEPTEMBER 12, 2008 – (TSX Venture Exchange; BSM)

Big Stick Media Corporation (“BSM”) announces today that it has filed a notice of intention with the TSX Venture Exchange relating to the repurchase by the Company of certain of its issued and outstanding common shares pursuant to a normal course issuer bid undertaken in accordance with the rules and policies of the Exchange.

Subject to regulatory approval, in connection with the normal course issuer bid, BSM proposes to purchase up to 6,084,255 common shares during the twelve month period commencing upon receipt of the Exchange approval of such program (or 5% of the total number of common shares currently outstanding).

All purchases of common shares will be effected through the facilities of the Exchange and all common shares purchased will be cancelled.

As of the date hereof, there are 121,685,101 common shares of BSM issued and outstanding.

The common share purchases will be made through Canaccord Capital Inc.

From time to time, the common shares of BSM may become available for purchase at prices which make them an attractive investment and an appropriate use of BSM’s funds. It is anticipated that the purchase of common shares will benefit the remaining shareholders by increasing their equity interest in BSM’s assets.

It is proposed that the repurchases to be made between September 17, 2008 through September 16, 2009.

The directors of BSM believe that the purchase by BSM of its own shares at the prevailing market price may, in appropriate circumstances, be a responsible investment of funds on hand, and in the best interests of BSM, and any purchases made will be made on that basis. BSM has not made any previous purchases of its own shares within the past twelve months.

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.

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.