



BIG STICK MEDIA CORPORATION ANNOUNCES ITS ENTERING INTO OF LOAN AGREEMENTS TO MEET PAYMENT OBLIGATIONS

VANCOUVER, BRITISH COLUMBIA, April 23, 2009 – (TSX Venture Exchange; BSM)

Big Stick Media Corporation (“BSM”) announces that it has entered into respective loan agreements with related parties to each of its Chief Executive Officer and its Chief Financial Officer as well as with an independent third party, pursuant to which it is borrowing, in the aggregate, USD \$800,000.

The purpose of the loans is to enable BSM to fulfill its payment obligation to SkillJam Technologies Corporation (which is in the aggregate amount of USD \$2,045,000). On April 3, 2009, BSM announced that it anticipated being in default of such payment obligation (which is due April 28, 2009). However, with the above-mentioned loan arrangements, BSM will be in a position to effect the required payment in full.

The loans shall bear interest at a rate of ten percent (10%) per annum and shall be repaid over the ensuing twelve (12) months. There are no warrants, conversion or security rights involved in the loan arrangements.

As at the date hereof BSM has 120,060,101 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 under its profile at www.sedar.com and 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, the most significant of which are www.JimFeist.com, www.donbest.com, and www.g-picks.com. BSM also operates the Don Best Sports real-time sports information systems for serious sports enthusiasts, handicappers and bettors.

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Cautionary Statement

Neither the TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy and accuracy of this release.