



BIG STICK MEDIA CORPORATION ANNOUNCES ELECTION OF INCUMBENT DIRECTORS AND SHAREHOLDER APPROVAL OF CONSOLIDATION AND ROLLING STOCK OPTION PLAN

VANCOUVER, BRITISH COLUMBIA, MAY 15, 2009 – (TSX Venture Exchange; BSM)

Big Stick Media Corporation (“BSM”) is pleased to announce that its shareholders re-elected all four (4) of its directors at its Annual and Special general meeting held on May 13, 2009.

Additionally, BSM’s shareholders approved the consolidation of all of the issued and outstanding common shares of BSM on the basis of one new common share for every five issued and outstanding common shares. The TSX Venture Exchange (the “Exchange”) has also approved the consolidation.

As at the date hereof there are 119,960,101 issued and outstanding common shares and, after giving effect to the 1:5 share consolidation, there are 23,992,020 shares (subject to adjustment to reflect elimination of fractional shares). It is expected that BSM’s shares will commence trading on the Exchange on a post-consolidation basis on or about May 19, 2009.

On a pre-consolidation basis, BSM had incentive options outstanding to purchase 3,650,000 common shares and, subject to the consolidation, there are now 730,000 outstanding options. The various exercise prices of the options have been adjusted to reflect the consolidation.

BSM also takes this opportunity to announce that its shareholders and the Exchange have approved the adoption of the “rolling” Stock Option Plan (in the form attached as a schedule to its Information Circular).

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 and under the corporate profile at www.sedar.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.