



BIG STICK MEDIA CORPORATION ANNOUNCES ISSUANCE OF INCENTIVE STOCK OPTIONS

VANCOUVER, BRITISH COLUMBIA, June 2, 2009 – (TSX Venture Exchange; BSM)

Big Stick Media Corporation (“BSM” or the “Company”) announces that, pursuant to its “rolling” stock option plan and subject to TSX Venture approval, the Company has granted incentive stock options to its directors and employees to purchase up to an aggregate of 790,000 common shares in the capital stock of the Company.

Such options are for a term of five years at an exercise price of \$0.27 per common share and are to vest upon grant. The granted options and any stock resulting from the exercise thereof are subject to a four-month hold period.

Subsequent to its recent five to one (5:1) rollback, BSM currently has 23,992,020 issued and outstanding common shares. Including the issuance hereby announced, BSM will have an aggregate 1,520,000 options outstanding at various exercise prices and 879,202 options reserved for issuance under its plan.

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.