

BIG STICK MEDIA CORPORATION ANNOUNCES FINANCIAL RESULTS FOR QUARTER ENDED FEBRUARY 28, 2010

VANCOUVER, BRITISH COLUMBIA, April 12, 2010 – (TSX Venture Exchange: BSM)

Big Stick Media Corporation (“BSM” or the “Company”) announces today its financial results for the quarter ended February 28, 2010.

For the quarter ended February 28, 2010, the Company incurred a net loss of \$7.97 million versus net income of \$435,000 for the quarter ended February 28, 2009. The results for the first quarter of fiscal 2010 were adversely impacted by a goodwill impairment charge of \$8.2 million that was taken in recognition of the decreased revenues and profitability of a division of the company. The net income or loss figures include various non-cash accounting items including amortization expense, stock option compensation expense, accredited interest expense, gains or losses on asset impairments and dispositions and net foreign exchange gains or losses. Excluding the effects of the non-cash charges as well as income tax expense and cash interest expense, the modified EBITDA for the first fiscal quarters of 2010 and 2009 were \$1.071 million and \$2.041 million respectively.

The financial results for the quarter ended February 28, 2010 reflect the fact that the Las Vegas call center operation previously operated by the Company is now dormant. Accordingly, previously deferred revenue is now being systematically recognized without mitigation from associated costs. As such, the reported accounting income for this division is significant whereas no operational cash flow is currently being produced.

“Q1 of fiscal 2010 was a transitional quarter for BSM. Our core revenues fell in comparison to the corresponding quarter in 2009 and thereby necessitated the goodwill write-down”, stated Christopher Kape, President and CEO. “We are continuing with the discussions with the holders of the secured debentures in respect of which we are currently in arrears. We hope to be able to table a proposal to such lenders in the near future.”

BSM is based in Vancouver, British Columbia and trades on the TSX Venture Exchange under the trading symbol “BSM”. Additional information about BSM including the Company’s consolidated financial statements and management discussion and analysis for the quarter ended February 28, 2010 are available under the Company’s profile at www.sedar.com.

As at the date hereof BSM has 23,992,020 issued and outstanding common shares.

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 and publications. 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.

This press release may contain certain forward-looking statements with respect to the Company. These forward-looking statements, by their nature, involve risks and uncertainties that could cause actual results to differ materially from those contemplated. We consider the assumptions on which these forward-looking statements are based to be reasonable, but caution the reader that these assumptions regarding future events, many of which are beyond our control, may ultimately prove to be incorrect. There can be no assurance that such statements will prove to be accurate and actual results and future events could differ materially from those anticipated in such statements. Important factors that could cause actual results to differ materially from Big Stick Media Corporation's expectations are various risks detailed from time to time in the filings made by Big Stick Media Corporation with securities regulations.