

BIG STICK MEDIA CORPORATION ANNOUNCES FINANCIAL RESULTS FOR YEAR-ENDED NOVEMBER 30, 2009

VANCOUVER, BRITISH COLUMBIA, March 22, 2010 – (TSX Venture Exchange: BSM)

Big Stick Media Corporation (“BSM” or the “Company”) announces today its financial results for the year ended November 30, 2009.

For the year ended November 30, 2009, the Company incurred a net loss of \$2.17 million versus a net loss of \$3.94 million for the year ended November 30, 2008. The net loss figures include various non-cash accounting items including amortization expense, stock option compensation expense, accredited interest expense, income tax recoveries, losses on asset dispositions, write-downs on asset impairments and net foreign exchange gains losses emanating from the movement of U.S. dollar. Excluding the effects of the non-cash charges, the one-time expense and cash interest expense, the normalized EBITDA for fiscal 2009 was \$3.52 million versus \$2.26 million in fiscal 2008.

The financial results for the year-ended November 30, 2009 reflect the following pertinent information:

- In October of 2009, the Company decided to close its Las Vegas call center operation. While this closure led to a significant charge related to impaired assets, it actually had a beneficial impact on the Company’s operating income given that the planned marketing campaign for the fall of 2009 was truncated and the significant deferred revenue balance began to be systematically recognized with no related costs there to mitigate the income effect.
- As part of the Don Best Sports acquisition, BSM became obligated to effect two separate deferred purchase price instalments each in the amount of US\$2,045,000 due and payable on each of October 28, 2008 and April 28, 2009. Each of those payments was made on the requisite due date. However, in order to enable such payments, the Company borrowed a new US\$800,000 in April 2009 of which US\$370,000 remained outstanding at year end.
- The company incurred significant legal fees related to litigation in connection with the Don Best Sports division. While the litigation was ultimately settled, the cost of such initiative had a meaningful adverse effect on the Company's 2009 income.

“2009 was clearly a challenging year for BSM”, stated Christopher Kape, President and CEO. “We expended significant time, energy and resources in order to salvage the Las Vegas call center operations. However, having never seen positive cash flow on a full year basis and with limited ability to foresee prospective positive cash generation in this unit, we were forced to close the division. Furthermore, the ongoing litigation and technology issues that delayed the implementation of new products materially impacted upon our cash position. As announced in January of 2010, we are presently analyzing various alternatives designed to offer a reasonable plan to our secured debenture

holders in terms of meeting our obligations to them. These creditors have granted BSM a period of time until May 31, 2010 to issue such a proposal.”

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 annual consolidated financial statements and management discussion and analysis for the year-ended November 30, 2009 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, 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.

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.