

PNI Digital Media to Present at 11th Annual B. Riley Investor Conference

VANCOUVER, BC – April 8th, 2010 - PNI Digital Media (TSX-V: PN; OTCBB: PNDMF), (“PNI” or the “Company”), the leading innovator in online and in-store digital media solutions for retailers, announces that Mr. Kyle Hall, Chief Executive Officer, will be a presenter at the 11th annual B. Riley & Co Investor Conference. The conference will be held May 24th-26th, 2010, in Santa Monica at the Loews Santa Monica Beach Hotel.

Registered conference attendees may request a 1-on-1 meeting through the B. Riley conference website at <http://www.brileyco.com/conference>. Please contact the B Riley & Co. Conference Team at conference@brileyco.com for details or PNI Investor Relations at 866.544.4881 or ir@pnimedia.com.

PNI Digital Media has received a series of awards for growth and performance. In 2009, PNI Digital Media placed 1st for public companies, 5th overall, in the 21st annual Profit 100 ranking of Canada’s fastest-growing companies by PROFIT Magazine. Additionally, the Company ranked 82nd overall on Deloitte’s Technology Fast 500, a ranking of 500 of the fastest growing technology, media, telecommunications, life sciences and clean technology companies in North America. Deloitte’s Technology Fast 500 recognizes innovative companies that have broken down barriers to success and defied the odds with their remarkable five-year revenue growth.

About B. Riley & Co., LLC –B. Riley & Co. is a leading independent investment bank which provides a full array of corporate finance, research, sales, trading and OTCQX DAD services to corporate and institutional clients. Investment banking services include merger and acquisitions advisory to public and private middle market companies, initial and secondary public offerings and institutional private placements. The firm is recognized for its distinguished Equity Research. Its Corporate Governance Advisory Services Group is engaged by both companies and investors to help maximize value for shareholders. Founded in 1997, the firm is headquartered in Los Angeles and maintains offices in Newport Beach, San Francisco, Philadelphia, and New York. It is a member of FINRA and SIPC. For more information, please visit www.brileyco.com.

About PNI Digital Media- Founded in 1995, PNI Digital Media operates the PNI Digital Media Platform, which provides transaction processing and order routing services for major retailers. The PNI Digital Media Platform connects consumer-ordered digital content, whether from online, in-store kiosks, desktop software or mobile phones, with retailers that have on-demand manufacturing capabilities for the production of personalized products such as photos, photo books and calendars, business cards and stationery. PNI Digital Media successfully generates millions of transactions each year for retailers and their thousands of locations worldwide.

Further information on our company can be found at <http://www.PNIMEDIA.com>

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The statements that are not historical facts contained in this release are forward-looking statements that involve risks and uncertainties. PNI Digital Media’s actual results could differ materially from those expressed or implied by such forward-looking statements. Factors that could cause or contribute to such differences include, but are not limited to, changes in technology, employee retention, inability to deliver on contracts, failure of customers to continue marketing the online solution, competition, general economic conditions, foreign



News Release

For Immediate Release

exchange and other risks detailed in the Company's annual report and other filings. Additional information related to the Company can be found on SEDAR at www.sedar.com and on the SEC'S website at www.sec.gov/edgar.shtml. The information contained herein is subject to change without notice. PNI Digital Media shall not be liable for technical or editorial errors or omissions contained herein.

The TSX Venture Exchange has neither approved nor disapproved the information contained in this release. PNI Digital Media relies upon litigation protection for "forward-looking" statements.

Neither 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 or accuracy of this release