

PNI Digital Media Announces Normal Course Issuer Bid

VANCOUVER, BC – April 16th, 2010 - PNI Digital Media Inc. (TSX–V: PN; OTCBB: PNDMF), (“PNI” or the “Company”), the leading innovator in online and in-store digital media solutions for retailers, announces that the PNI Board of Directors has authorized the purchase of up to 340,000 common shares of the Company, or approximately 1% of the outstanding common shares, by way of a normal course issuer bid made through the facilities of the TSX Venture Exchange. The normal course issuer bid is in effect as of May 1st, 2010 and will remain in effect until April 30th, 2011, or until the Company acquires approximately 1% of the outstanding common shares. Canaccord Capital Corporation is the appointed dealer through which the bid will be conducted.

The normal course issuer bid has been approved by the TSX-V and will be subject to the rules of the exchange and applicable securities laws, including the rules pertaining to the maximum number of shares that can be purchased in any one day. PNI Digital Media will pay the market price at the time of acquisition of the common shares purchased through the facilities of the exchange. All common shares acquired by the Company under the normal course issuer bid will be cancelled. This is the first time the Company has conducted a normal course issuer bid.

PNI Digital Media is initiating the normal course issuer bid because it believes that, at certain times, the market price for the common shares of the Company may not reflect the underlying value of its business and its future prospects. The objective of the normal course issuer bid is to provide market stability for the benefit of the Company’s shareholders.

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>

Investor Relations and Press Contact:

Simon Cairns
PNI Digital Media
866-544-4881
ir@pnimedia.com

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 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