

PNI Digital Media Announces Board Change

VANCOUVER, BC – May 17th, 2010 - PNI Digital Media (TSX–V: PN; OTCBB: PNDMF), (“PNI” or the “Company”), the leading innovator in digital media solutions for retailers, announced that Scott Brownstein has stepped down as a Director of PNI in order to allow him to focus more of his time on personal ventures.

“Scott joined our Board of Directors at a critical time for the Company and his experience helped us during our largest growth phase to date,” said Kyle Hall, Chief Executive Officer of PNI Digital Media. “We thank him for his contributions during nearly two years of service and wish him well in his future endeavours. With the addition of Lawrence I. Lerner to the Board after our Annual General Meeting in March, following on from Scott’s departure, the Board will be comprised of eight members, which we believe is appropriate for the size of the Company at this point in time.”

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.

For more information please visit www.pnimedia.com.

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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.

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