

ASDA Stores, Fujifilm UK and PNI Digital Media Add Key Social Media Features to All ASDA Photo Kiosks

VANCOUVER, BC – June 23rd, 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, announced that it has extended its technology deployed with Fujifilm UK and ASDA Stores to include access to key social media sites directly from all PNI-powered ASDA photo kiosks across the UK.

Beginning immediately, ASDA photo kiosk customers can easily access their Facebook® photo albums by logging in with Facebook directly from all of ASDA’s photo kiosks, which are powered by PNI’s Connected Kiosk® software. ASDA photo kiosk customers can grab their Facebook photos, combine with them with their photos from their media card and instantly create photo prints and gifts to suit any occasion. Other social media photo collections will be added in the coming weeks.

As part of the updated ASDA photo kiosk roll-out, ASDA, Fujifilm UK and PNI have created a range of specially-designed photo gift products with social media photos in mind. Mini photo books, wallet size collages, collage photo books and photo prints are some of the key products offered when accessing your web-based Facebook photo albums directly from any ASDA photo kiosk.

“As billions of photos are uploaded to social media sites by consumers every month, PNI, Fujifilm UK and ASDA are making it easier than ever for consumers to easily create and order photo prints and photo gifts at retail using their shared photos”, said Jeremy Stacey, Manager of Camera and Photo at ASDA Stores. “We’re excited to combine the ease and fun of social media sharing with the convenience of a quality in-store ordering experience across all our ASDA stores.”

“PNI has created the ultimate in-store photo kiosk experience”, said Kyle Hall, Chief Executive Officer of PNI Digital Media. “By leveraging the power and flexibility of the PNI Connected Kiosk, we are enabling retailers to connect their customers to wherever their customer’s photos may be.”

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



News Release

For Immediate Release

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