



PNI Digital Media to Announce Fiscal 2010 Third Quarter Financial Results and Host Conference Call on Wednesday, August 11th, 2010

VANCOUVER, BC – July 27th, 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 today that the Company will host a conference call on Wednesday, August 11th, 2010 at 4:30pm ET (1:30pm PT) to discuss the Company’s fiscal 2010 third quarter financial results. Mr. Kyle Hall, Chief Executive Officer, Mr. Aaron Rallo, President and Chief Operating Officer and Mr. Simon Bodymore, Chief Financial Officer will host the call.

To join the call, please dial (888) 300-8196 (US/Canada) or (647) 427-3426 (International) and quote conference ID no. **88463806**. Please call 10 minutes prior to the scheduled start time.

PNI Digital Media will also provide a live webcast and slide presentation, available on the Company’s website at <http://www.pnimedia.com/webcast>. The presentation will be available for download for dial-in callers.

A press release announcing the Company’s fiscal 2010 third quarter financial results will be issued at 4:00pm ET (1:00pm PT) the same day, and simultaneously the Company’s financial statements and MD&A will be available from <http://www.pnimedia.com>. An archived replay of the webcast will be saved for 45 days on the Company’s website.

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 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.