

PNI Digital Media and Walmart Canada Team Up to Offer Online Printing Services for Small Businesses

Instantly Make and Order Business Cards, Envelopes, Letterhead, Notepads and Photo Copies Using PNI-Powered Online Service

VANCOUVER, BC – July 16th, 2009 - PNI Digital Media (TSX–V: PN; OTCBB: PNDMF), (“PNI” or the “Company”), the leading innovator in digital photography and media solutions for retailers, announces that it has teamed up with Walmart Canada to offer a range of printing services and products to fit the needs of small businesses.

Part of the Walmart PhotoCentre located at www.walmartphotocentre.ca, Business Printing enables small business owners and consumers to easily order marketing and business materials using designs provided by PNI Digital Media. Products include business cards, notepads, letterhead, envelopes, fliers and posters.

Walmart Business Printing also offers services such as color, black & white copy services and coil-bound printing services.

Furthermore, the PNI-powered Business Printing service offers a broad range of promotional products such as customized calendars, fridge magnets, golf balls and mugs upon which companies can print their logos and other information on.

Each product is available in a range of standard sizes, and all orders are available for home or office delivery, or pick up at any of Walmart’s 312 stores across Canada. With more than 100 new design sets, the Walmart PhotoCentre can offer print and branding solutions for a broad range of markets from Health Care to Bath and Beauty to Real Estate.

“With an average of 130,000¹ new small businesses opening across Canada yearly, we’re excited at the growth potential of this marketplace” said Kyle Hall, Chief Executive Officer of PNI Digital Media. “By leveraging the extensibility of our PNI Digital Media Platform, Walmart can instantly offer compelling products in a whole new market segment. Over time we will see more services and products added to the PNI Digital Media Platform that are focused on solutions for small business.”

“These new services are an integral part of our commitment to provide our customers the best assortment of on-demand printing services,” said Crystal Taylor, National Manager for Walmart PhotoCentre. “Whether it is photo, photo gifts or business printing items, Walmart offers our customers great products at low prices. Walmart PhotoCentre is much more than just photo printing.”

About Walmart Canada: Walmart Canada operates a growing chain of discount stores and Supercentres with 312 locations nationwide serving more than one million Canadians each day. With more than 80,000 associates, Walmart Canada is the nation's fourth largest employer. The company has committed to three long-term goals for environmental sustainability that guide its operations and partnerships: 1. To become a zero waste business; 2. To operate with 100 per cent renewable energy; 3. To provide customers with products that sustain resources and the environment.

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 in-store kiosks, online sites or desktop software, with retailers that have on-demand manufacturing capabilities for the production of merchandise such as photos and business documents. PNI Digital Media

¹ Industry Canada Report: Key Small Business Statistics, January 2009. www.ic.gc.ca/sbstatistics



News Release

For Immediate Release

successfully generates millions of transactions each year for retailers and their thousands of locations worldwide. Follow us on Twitter®: @PNI_Kyle and @PNI_Yasmin

For more information please visit www.pnidigitalmedia.com.

Investor Relations Contact:

Simon Cairns
PNI Digital Media
866-544-4881
scairns@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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