



PNI Digital Media to Host Conference Call for Fiscal Year 2009 Q3 Financial Results

A press release announcing the Company's quarterly results will be issued at 4:00pm ET (1:00pm PT) the same day.

VANCOUVER, BC – July 23, 2009 - PNI Digital Media (TSX–V: PN; OTCBB: PNDMF), (“PNI” or the “Company”), the leading innovator in digital photography and media solutions for retailers today announced that it will host a conference call on Wednesday, August 12th, 2009 at 4:30pm ET (1:30pm PT) to discuss its Fiscal Year 2009 Q3 unaudited 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 1-888-300-8196 or 1-647-427-3426 and quote conference ID no. 18223556. Please call 10 minutes prior to the scheduled start time. PNI Digital Media will also offer a live and archived webcast, available at the company's website <http://www.pnimedia.com/webcast>.

A press release announcing the Company's quarterly results will be issued at 4:00pm ET (1:00pm PT) the same day. The quarterly Management Discussion and Analysis and unaudited quarterly financial statements will be made available at <http://www.pnimedia.com>. An archived replay of the webcast will also be saved for 60 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 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 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.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 for 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 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.