



PNI Digital Media Ranked the 13th Fastest Growing Technology Company in Canada in the Deloitte Technology Fast 50™

Technology Fast 50™, a ranking of the 50 fastest growing technology companies in Canada, based on the percentage of revenue growth over five years.

VANCOUVER, BC – October 1st, 2009 - PNI Digital Media (TSX–V: PN; OTCBB: PNDFM), (“PNI” or the “Company”), the leading innovator in enabling personalized products at retail, announced that it is ranked among the Deloitte Technology Fast 50™, a ranking of the 50 fastest growing technology companies in Canada, based on the percentage of revenue growth over five years. PNI's increase in revenues of 2134% from 2004 to 2008 resulted in a 13th ranking.

For over 12 years, the Deloitte Technology Fast 50™ program has tracked the successful growth of Canadian-grown global leaders. Now Canada's pre-eminent technology award program, the Deloitte Technology Fast 50™ augments the broader Deloitte North American Technology Fast 500 initiative, with winners automatically eligible for this elite ranking.

“Canadian technology companies have demonstrated some very impressive growth numbers over the past year, amid the challenges of a global recession,” said John Ruffolo, National Leader, Technology, Media & Telecommunications Industry Group, Deloitte. “PNI Digital Media is an example of the determination, drive and skill that will serve to position them for further growth and success as the economic recovery takes hold.”

PNI Digital Media's CEO, Kyle Hall, credits the dedication of the PNI team and the strength and adaptability of the PNI Digital Media platform with the company's 2134% revenue growth. Hall said, “Our highly talented team has consistently delivered leading edge services on behalf of our large retail partners. We now operate on six continents and are expanding the range of personalized products we enable for our retail partners.”

To qualify for the Deloitte Technology Fast 50™ ranking, companies must have been in business for at least five years, have revenues of at least \$5 million, be headquartered in Canada, own proprietary technology, and conduct research and development activities in Canada. A panel of industry experts evaluate and judge companies based on four key criteria: competitive advantage; size, growth, and market attractiveness; management effectiveness and organization; and financial performance.

About the Deloitte Technology Fast 50™ - The Deloitte Technology Fast 50™ program is Canada's pre-eminent technology awards program. Celebrating business growth, innovation and entrepreneurship, the program features four distinct categories including the Technology Fast 50™ Ranking, Companies-to-Watch Awards (early-stage Canadian tech companies in business less than five years, with the potential to be a future Deloitte Technology Fast 50™ candidate,) Leadership Awards (companies that demonstrate technological leadership in four industry subcategories: hardware/semiconductor, software, telecommunications and emerging technologies) and the Deloitte Technology Green 15™ Awards (Canada's leading GreenTech companies that promote a more efficient use and re-use of the earth's resources in industrial production and consumption.) Program sponsors include Deloitte, Gowlings, GrowthWorks, RBC, Wellington Financial, Stonewood Group, HKMB Hub, CATAAlliance, CleanTech Group, IGLOO, ITAC, MaRS and Microsoft. For further information, visit www.fast50.ca.

About PNI Digital Media- The world's top retailers rely on PNI Digital Media to offer personalized products such as photo prints, photo books and gifts, personalized stationary and business cards for pick-up in as little as one hour. 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 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.