

PNI Digital Media to Present at 2nd Annual LD MICRO Conference

VANCOUVER, BC – November 18th, 2009 - PNI Digital Media (TSX–V: PN; OTCBB: PNDMF), (“PNI” or the “Company”), the leading innovator in enabling personalized products at retail, announced that Mr. Kyle Hall, Chief Executive Officer, will be a presenter at the 2nd annual LD MICRO Conference. The conference will be held on Thursday, December 3rd, 2009 at 9:00 a.m. in Los Angeles at the Luxe Sunset Hotel.

"We are honored to have a fast growing company like PNI attend the event. Right now, growth stories are a rare commodity in the markets and we are doing our best to recognize and showcase them to our investment community." said Chris Lahiji, President of LD MICRO.

PNI Digital Media has received a series of awards for growth and performance. Most recently, PNI Digital Media ranked number 82 on Deloitte’s 2009 Technology Fast 500, a ranking of 500 of the fastest growing technology, media, telecommunications, life sciences and clean technology companies in North America. Rankings are based on percentage of fiscal year revenue growth during the five year period from 2004–2008. PNI grew 2134% percent during this period. Deloitte’s Technology Fast 500 recognizes innovative companies that have broken down barriers to success and defied the odds with their remarkable five-year revenue growth.

About LD Micro- LD Micro is a by-invitation only newsletter firm that focuses on finding undervalued companies in the micro-cap space. Since 2002, the firm has published an annual list of recommended stocks as well as comprehensive reports on select companies throughout the year. For the past several years, LD MICRO has concentrated on finding, researching, and investing in companies that are overlooked by institutional investors. For more information on the list of presenting companies or to register for the event, please visit <http://www.ldmicro.com> or call (408) 457-1042.

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.

For more information please visit www.pnimedia.com.

Investor Relations and Press Contact:

Simon Cairns
PNI Digital Media
866-544-4881
scairns@pnimedia.com

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



News Release

For Immediate Release

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.

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