



News Release

For Immediate Release

PNI Digital Media to Announce Fiscal 2009 Year-End and Fourth Quarter Financial Results on Monday, December 14th, 2009 at 4:30pm ET / 1:30pm PT

VANCOUVER, BC – December 3rd, 2009 - PNI Digital Media (TSX–V: PN; OTCBB: PNDMF), (“PNI” or the “Company”), the leading innovator in digital photography and media solutions for retailers announced today that it will host a conference call on Monday, December 14th at 4:30pm ET (1:30pm PT) to discuss the company’s Fiscal 2009 year-end and fourth 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 1 (888)-300-8196 (US/Canada) or 1 (647)-427-3426 (International) and quote conference ID no. 39626339. Please call 10 minutes prior to the scheduled start time.

PNI Digital Media will provide a live webcast, available at the company’s website <http://www.pnimedia.com/webcast>.

A press release announcing the Company’s full year and quarterly results will be issued at 4:00pm ET (1:00pm PT) the same day, and simultaneously the company’s audited financial statements and MD&A will be available from <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- 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.

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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 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.