

PNI Digital Media Provides Dates for Release of Fiscal Year 2010 First Quarter Financial Results and Annual General Meeting

VANCOUVER, BC – January 22nd, 2010 - PNI Digital Media Inc. (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 Thursday, February 11th, 2010 at 4:30pm ET (1:30pm PT) to discuss the company’s Fiscal 2010 first 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. 50841775. Please call 10 minutes prior to the scheduled start time.

PNI Digital Media will also provide a live webcast and presentation, available on the Company's website at <http://www.pnimedia.com/webcast>. The presentation will be available for download for dial-in callers.

A press release announcing the Company’s Fiscal 2010 first quarter financial results will be issued at 4:00pm ET (1:00pm PT) the same day, and simultaneously the company’s financial statements and MD&A will be available from <http://www.pnimedia.com/>. An archived replay of the webcast will be saved for 60 days on the Company’s website.

Annual General Meeting Date:

PNI Digital Media will host its Fiscal Year 2009 Annual General Meeting (AGM) for shareholders on March 10th, 2010 at the Terminal City Club in Vancouver, BC Canada. A copy of the Fiscal Year 2009 audited financial statements for the year ending September 30th, 2009 is available from <http://www.pnimedia.com> or by contacting Investor Relations at ir@pnimedia.com.

About PNI Digital Media- PNI Digital Media generates and transacts personalized content orders on behalf of the world’s largest retailers by way of proprietary online, kiosk and mobile software for pick up in store in as little as one hour. PNI Digital Media successfully generates millions of transactions each year for retailers and their thousands of locations worldwide.

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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.