



PNI Digital Media Provides Q4 Business Update

Best Performing Non-Holiday Quarter Thus Far in Company History

VANCOUVER, BC – September 9th, 2009 - PNI Digital Media (TSX–V: PN; OTCBB: PNDMF), (“PNI” or the “Company”), the leading innovator in enabling personalized products at retail, announced the Company’s Fiscal Year 2009 Q4 interim update.

Fourth quarter to date, retail sales transacted over the PNI Digital Media Platform on behalf of PNI’s retail partners exceeds 20% growth compared to the same period for Fiscal Year 2008. With 2.6 million orders being transacted so far this quarter, the average daily order volume over the PNI Digital Media Platform is in excess of 38,000 per day, marking the current quarter as the busiest non-holiday quarter in the company’s history.

The Company’s full year audited financial results are expected to be announced in mid December 2009. In conjunction with this, the Company will host a conference call and webcast. Details on the exact date and time will be provided closer to the release date.

Corporate Update:

On September 8th, 2009, PNI Digital Media was ranked as the 7th fastest growing company in British Columbia by the publication Business in Vancouver. This annual ranking of B.C.’s Top 100 Fastest Growing Companies tracked PNI’s performance over the period from 2004–2008 whereby PNI’s revenue grew more than 2100%. More information including a full article on PNI Digital Media can be found at <http://www.biv.com> (subscription required).

PNI Digital Media is pleased to announce the PNI Mobile Photo Center application for the Apple iPhone™ platform has been submitted to Apple and, once accepted, will be launched for PNI’s retail partners. Branded for specific retail partners, the PNI Mobile Photo Center enables users to easily capture and send photos to PNI retail partners for ordering prints and photo gifts for pick-up in as little as one hour.

Kyle Hall, Chief Executive Officer of PNI Digital Media, has been invited to speak at the InfoTrends 2009 Digital Imaging Conference on September 17th, 2009 in Burlingame, CA. Mr. Hall will take part in a panel discussion on the relationship between social media and photo retail services. Bringing together industry leaders and key decision makers, full details of Digital Imaging ‘09 can be found at <http://www.infotrends.com>.

“PNI’s performance is tracking closely to management’s expectations,” said Mr. Hall. “Transactions via the PNI Digital Media Platform and the PNI Connected Kiosks are both showing to be quite strong over the summer months as our retail partners on all continents continue to offer their consumers great value for photo prints and other creative photo products.”

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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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.

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