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**PDI ANNOUNCES NEW PHARMACEUTICAL SERVICES BUSINESS WIN  
WITH A TOP 5 PHARMACEUTICAL COMPANY**

**PARSIPPANY, N.J.**, Dec. 21, 2009 -- PDI, Inc. (NASDAQ: PDII), a leading provider of sales and marketing support to U.S. health care companies, has been awarded a significant contract sales engagement with a Top 5 pharmaceutical company. This program is expected to generate approximately \$6 million in revenue for PDI during the first quarter of 2010 and may extend through the remainder of 2010.

“Throughout 2009, the people of PDI have been working very hard to provide unequalled value to our clients,” said Nancy Lurker, Chief Executive Officer of PDI, Inc. “The feedback that we continue to receive is that the company is providing high-impact, value-driven service, and we are proud that this is leading to new contracts being awarded to us.”

The new contract covers an assignment in the primary care and gastroenterology therapeutic areas, utilizing a PDI dedicated sales team. Sales representatives are expected to be in the field in January 2010.

“Despite the continued consolidation in the health care industry and the overall anemic economic environment, we are entering into 2010 with renewed confidence and enthusiasm,” noted Lurker. “We believe that due to our people and the new processes and enhanced services and tools in which we have invested, PDI is well positioned for continued success in the new year.”

**About PDI**

PDI provides commercialization services for established and emerging biopharmaceutical companies. The company is dedicated to maximizing the return on investment for its clients by providing strategic flexibility, sales and marketing expertise. For more information, please visit the company’s website at [www.pdi-inc.com](http://www.pdi-inc.com).



## **Forward-Looking Statements**

This press release contains forward-looking statements regarding future events and financial performance. These statements are based on current expectations and assumptions involving judgments about, among other things, future economic, competitive and market conditions and future business decisions, all of which are difficult or impossible to predict accurately and many of which are beyond PDI's control. These statements also involve known and unknown risks, uncertainties and other factors that may cause PDI's actual results to be materially different from those expressed or implied by any forward-looking statement. For example, with respect to statements regarding projections of future revenues, actual results may differ materially from those set forth in this release based on the loss, early termination or significant reduction of any of our existing service contracts or the failure to meet performance goals in PDI's incentive-based arrangements with customers. Additionally, all forward-looking statements are subject to the risk factors detailed from time to time in PDI's periodic filings with the Securities and Exchange Commission, including without limitation, PDI's Annual Report on Form 10-K for the year ended December 31, 2008, and PDI's subsequently filed quarterly reports on Form 10-Q and current reports on Form 8-K. Because of these and other risks, uncertainties and assumptions, undue reliance should not be placed on these forward-looking statements. In addition, these statements speak only as of the date of this press release and, except as may be required by law, PDI undertakes no obligation to revise or update publicly any forward-looking statements for any reason.

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