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PDI to Present at the BMO Capital Markets 10th Annual Focus on Healthcare Conference

PARSIPPANY, N.J., July 29, 2010 — PDI, Inc. (Nasdaq: PDII) today announced that Nancy Lurker, the company's chief executive officer, is scheduled to present at the BMO Capital Markets 10th Annual Focus on Healthcare Conference at 10:45 am ET on August 5, 2010 at the Sheraton New York Hotel and Towers in New York City.

The live webcast may be accessed under the "Investor Relations" tab on the company's website at www.pdi-inc.com. The webcast will be archived for 90 days.

About PDI

PDI is a leading provider of integrated promotional outsource services to established and emerging healthcare 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.

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