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## **PDI Appoints Richard P. Micali Senior Vice President of Sales Services**

**SADDLE RIVER, N.J. (February 2, 2009) – PDI, Inc. (NASDAQ: PDII)**, a pioneer in providing contract sales and commercialization services to the biopharmaceutical industry, announces the appointment of pharmaceutical executive Richard P. Micali as Senior Vice President of Sales Services, effective February 2nd. Mr. Micali is a 25-year veteran of Bristol-Myers Squibb, most recently serving as Vice President, Sales and leading the U.S. national sales force in the oncology division where Eribitux®, a biologic product for the treatment of certain types of cancers, was successfully launched.

Mr. Micali has broad experience in Sales, Marketing and Managed Markets with a track record of success with all customer channels. He began his career as a sales representative in 1983. Over the years, he held positions of increasing responsibility as he advanced through the sales ranks, leading multiple primary care and specialty sales forces as a District Sales Manager, Vice President, and Regional Vice President, where he led the largest dollar volume Bristol-Myers Squibb primary care sales region. During his tenure with Bristol-Myers Squibb, he also collaborated with partners such as Novartis, Sanofi-aventis, ImClone and Schering-Plough on the sale of several biopharmaceutical products. Mr. Micali received a Bachelor of Science degree from Bowling Green State University in Bowling Green, Ohio, and an MBA from John Carroll University in University Heights, Ohio.

“Rich brings many years of leadership experience in building, developing, and retaining high-performance sales teams,” said Nancy Lurker, Chief Executive Officer of PDI. “He is a highly regarded professional, with extensive experience in commercializing both pharmaceutical and biologic drugs, and has excellent knowledge of both specialty and primary care physicians as well as the biopharmaceutical industry in general. As Senior Vice President of Sales Services, Rich will lead PDI’s Sales Services segment, which will include oversight of the company’s sales operations and training, sales data management and reporting, as well as our Talent Acquisition service offering. This will create a team appropriately aligned to drive sales effectiveness and process efficiencies. We are thrilled that Rich has joined PDI,” Ms. Lurker added.

Commenting on his appointment, Mr. Micali said, “My many years of pharmaceutical and biotech sales experience gives me a deep understanding of strategies contract sales organizations can employ to help biopharmaceutical companies maximize commercial results. I am looking forward

to working with Nancy and leading PDI's fine sales organization to be an important resource for pharma and biotech while helping to grow PDI's sales and earnings."

Mr. Micali is replacing Nancy Connelly, who will stay on during an interim transition period. Commenting on Ms. Connelly's departure, Ms. Lurker said, "We are very appreciative of Nancy's many years of dedicated service to PDI and her contributions over the last 16 years."

## **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, marketing and commercialization expertise.

PDI currently operates in three business segments: Sales Services, Marketing Services and Product Commercialization. Our sales services include Performance Sales Teams™, which are dedicated pharmaceutical sales force teams for specific customers; Select Access™, our targeted sales solution that leverages an existing sales force and infrastructure; and PDI ON DEMAND, a suite of innovative sales services that provide rapid, customized sales force solutions tailored to meet the local, regional and seasonal needs of our customers. Our marketing services include marketing research and consulting services through TVG, and medical communications services through Pharmakon. Our product commercialization solutions leverage our considerable sales and marketing expertise to manage products throughout their lifecycles, enabling us to maximize profitable brand growth. PDI's experience extends across multiple therapeutic categories and includes office- and hospital-based initiatives.

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. Such factors include, but are not limited to: changes in outsourcing trends or a reduction in promotional, marketing and sales expenditures in the pharmaceutical, biotechnology and life sciences industries; the loss of one or more significant clients or a material reduction in service revenues from such clients; the ability to fund and successfully implement PDI's long-term strategic plan; the ability to successfully develop product commercialization opportunities; PDI's ability to generate sufficient revenue from product commercialization opportunities that PDI pursues to offset the costs and expenses associated with implementing and maintaining these types of programs; the ability to successfully identify, complete and integrate any future acquisitions and the effects of any such acquisitions on PDI's ongoing business; the ability to meet performance goals in incentive-based and revenue sharing arrangements with clients; competition in PDI's industry; the ability to attract and retain qualified sales representatives and other key employees and management personnel; product liability claims against PDI; changes in laws and healthcare regulations applicable to PDI's industry or PDI's, or its clients', failure to comply with such laws and regulations; volatility of PDI's stock price and fluctuations in its quarterly revenues and earnings; potential liabilities associated with insurance claims; failure of, or significant interruption to, the operation of its information technology and communications systems; and 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, 2007, 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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