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**PDI, Inc. Announces New Business Wins Exceeding \$18 Million**

SADDLE RIVER, N.J. (June 15, 2009) – PDI, Inc. (NASDAQ: PDII), a leading provider of sales and marketing support to U.S. pharmaceutical companies, announces new business wins with four leading pharmaceutical and medical device companies. These four engagements are expected to contribute approximately \$9 million in combined revenue in 2009, and three of the contracts are expected to contribute nearly \$10 million in revenue in 2010.

The contracts include several different types of PDI's sales team offerings in the primary care, specialty and hospital settings. Sales representatives will be deployed in June for all four engagements, and they will be calling on office and hospital-based physicians specializing in women's health, primary care and pediatrics.

"We are pleased to be entrusted with the assets of these four leading companies," said Nancy Lurker, CEO, PDI, Inc. "It is especially gratifying to see that two of these customers have worked with PDI in the past, while the other two are brand new clients who have selected our company as their preferred partner. The people of PDI have been working hard to continue providing high impact and measurable value and quality to both current and new customers alike."

In other developments, PDI recently entered into a strategic alliance with The Medical Affairs Company, the leading provider of customized Medical Science Liaison (MSL) and Medical Affairs services. Under this agreement, the two companies are aligning their respective services to bring clients a more complete set of field-based commercialization solutions.



## **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.

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: effects of the current worldwide economic and financial crisis; changes in outsourcing trends or a reduction in promotional, marketing and sales expenditures in the pharmaceutical, biotechnology and life sciences industries; early termination of a significant services contract or the loss of one or more significant clients or a material reduction in service revenues from such clients; the ability to obtain additional funds in order to implement PDI's business model; the ability to successfully develop and generate sufficient revenue from any product commercialization opportunities; 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; the ability to increase revenues and successfully manage the size of PDI's operations; 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; the results of any future impairment testing for goodwill and other intangible assets; 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, 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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