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**PDI AWARDED NEW PHARMACEUTICAL SERVICES CONTRACT WITH
TOP 10 PHARMACEUTICAL COMPANY**

*In less than three weeks, company has announced two new and significant
business wins and a major existing-contract renewal*

PARSIPPANY, N.J., Jan. 11, 2010—PDI, Inc. (NASDAQ: PDII), a leading provider of sales and marketing support to U.S. health care companies, has been awarded a new contract sales engagement with a Top 10 pharmaceutical company that is expected to generate approximately \$10 to \$12 million in revenue in 2010.

“We have now announced two significant new business wins and a major contract renewal during the past three weeks,” said Nancy Lurker, Chief Executive Officer of PDI, Inc. “These new and renewed transactions demonstrate the high impact and return on investment that PDI continues to provide to our existing and new clients. As a company, we continually strive to provide added value and increased benefit in all of our offerings and it is encouraging to see the results of this focus, especially when it leads to new business wins.”

The new contract covers an assignment in the primary care area, utilizing PDI’s Shared Sales solution, formerly known as Select Access. Sales representatives are expected in the field in February 2010.

“This new engagement, coupled with other significant new contracts secured in 2009, allows us to enter 2010 with confidence and optimism,” noted Lurker. “In June we announced several new business wins and our representatives are now actively involved with these engagements.”



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.

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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