



PDI CONTACT:

Amy Lombardi
PDI, Inc.
(862) 207-7866
ALombardi@pdi-inc.com
www.pdi-inc.com

INVESTOR CONTACT:

Melody Carey
Rx Communications Group
(917) 322-2571
MCarey@RxIR.com

Pharmaceutical Industry Veteran Frank Arena Named Senior Vice President–Commercial Operations for PDI, Inc.

PARSIPPANY, N.J., June 23, 2010 – Frank Arena has been named Senior Vice President of Commercial Operations for PDI, Inc. (Nasdaq: PDII), effective June 3. In this new role, Arena will be responsible for integrating the operations of PDI's promotional outsource services, including pharmaceutical sales teams, medical communication programs and its teledetailing/contact center, PDI Voice.

Arena most recently served as vice president–sales center of excellence for Novartis Pharmaceuticals Corporation, where he focused on sales strategy and performance execution. Immediately preceding this assignment, Arena served as Novartis' vice president of sales operations, where he provided support to its entire U.S. sales force of 6,500 associates and was responsible for all sales operations, analytics, field sales technology/platforms and sales training and management development. He led key strategic initiatives related to sales force effectiveness, targeting, alignments, expansions, reorganizations, redeployments and compensation.

While at Novartis, Arena also served in other leadership roles in the sales organization, including vice president of sales and general manager. Prior to the formation of Novartis in 1997, Arena worked in roles with increasing responsibility for one of Novartis' predecessor companies, Ciba Pharmaceuticals, including sales representative, district sales manager, product director, regional sales director, executive director–specialty sales division, and area vice president.

"Frank brings a wealth of relevant sales and management experience to PDI," said Nancy Lurker, Chief Executive Officer of PDI. "His expertise and extensive industry knowledge and leadership will allow us to better integrate our various services, including outsourced field sales teams, PDI Voice, our teledetailing service, and complementary information delivery channels. Ultimately, this strategic integration will help PDI to deliver even greater return on value and meaningful impact to our clients."

About PDI, Inc.

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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