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PDI Names Jade L. Shields Sr. as Vice President Of Corporate Compliance & Ethics

Parsippany, N.J., Oct. 18, 2010 – PDI, Inc. (Nasdaq: PDII), a leading provider of integrated promotional outsource services to health care companies, today announced that Jade L. Shields Sr., a veteran Johnson & Johnson compliance executive, has been appointed Vice President of Corporate Compliance & Ethics, reporting to the CEO.

In his new role, Shields is responsible for overseeing and monitoring all aspects of corporate compliance, including federal and state regulations and the Prescription Drug Marketing Act. He will also serve as chairman of the company's Corporate Compliance Committee.

"The deep knowledge and expertise that Jade brings to this key role will enhance PDI's ability to deliver the best-in-class compliance capabilities that our clients expect," said Nancy Lurker, Chief Executive Officer of PDI. "At PDI, we know that every company's long-term success rests upon a foundation of rigorous compliance with the laws and regulations under which it operates. Ensuring we have a strong compliance organization is critical to PDI – and to our customers – as we move forward with our plans to grow, operate with excellence and deliver greater value."

Shields comes to PDI after nearly 20 years with Johnson & Johnson, where he most recently served as senior director in the Office of Compliance for the Consumer Pharmaceuticals Division. In that position he led an organization that served as the Center of Excellence for J&J's worldwide Consumer Compliance department. He began at J&J as a sales representative and advanced in sales to become Territory Manager, Sales Training Manager, District Sales Manager, Division Manager and National Sales Manager. In 2005, he was named as Global Director of Commercial Compliance where he was responsible for the design, development and oversight of the Commercial Compliance department at J&J.

Jade received a certification in health care compliance from Seton Hall Law School and a B.A. from Clark Atlanta University with a dual concentration in Marketing and Communications.

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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