



**MEDIA CONTACT:**

Amy Lombardi  
PDI, Inc.  
(862) 207-7866  
[Alombardi@pdi-inc.com](mailto:Alombardi@pdi-inc.com)  
[www.pdi-inc.com](http://www.pdi-inc.com)

**INVESTOR CONTACT:**

Melody Carey  
Rx Communications Group  
(917) 322-2571  
[mcarey@rxir.com](mailto:mcarey@rxir.com)

**PDI, Inc. to Hold Third Quarter 2010 Financial Results Conference Call  
on Wednesday, November 3, 2010**

**PARSIPPANY, N.J., October 28, 2010** -- PDI, Inc. (Nasdaq: PDII), a leading provider of integrated promotional outsource services to established and emerging healthcare companies, today announced that it will release its third quarter 2010 financial results on Wednesday, November 3, 2010 before the market open and host a conference call beginning at 10:00 am Eastern time to discuss the results.

Access information:

Date: Wednesday, November 3, 2010  
Time: 10:00 am Eastern time  
Dial-in numbers: (866) 644-4654 (U.S. and Canada) or (706) 643-1203  
Conference ID number: 13122558  
Live web cast: [www.pdi-inc.com](http://www.pdi-inc.com), under "Investor Relations"

The teleconference replay will be available three hours after completion through November 7, 2010 at (800) 642-1687 (U.S. and Canada) or (706) 645-9291. The replay pass code is 13122558. The archived web cast will be available for one year on the Company's web site, [www.pdi-inc.com](http://www.pdi-inc.com), under "Investor Relations."

**About PDI**

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](http://www.pdi-inc.com).

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