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**PDI to Present at the Piper Jaffray 22nd Annual Health Care Conference**

**PARSIPPANY, N.J.**, November 23, 2010 — PDI, Inc. (Nasdaq: PDII) today announced that Nancy Lurker, the company's chief executive officer, is scheduled to present at the Piper Jaffray 22nd Annual Health Care Conference at 11:00 am ET on December 1, 2010 at The New York Palace Hotel in New York City.

The live webcast may be accessed under the "Investor Relations" tab on the company's website at <http://www.pdi-inc.com>. The webcast will be archived for 30 days.

**About PDI**

PDI, with its interactive digital agency Group DCA acquired in November 2010, is a leading provider of integrated multichannel promotional outsource services to established and emerging health care companies. The company is dedicated to maximizing the return on investment for its clients by providing strategic flexibility, innovative multichannel promotional solutions, and sales and marketing expertise. For more information, please visit the company's website at <http://www.pdi-inc.com>.

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