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PDI to Present at the UBS 21st Annual Global Healthcare Services Conference

PARSIPPANY, N.J., January 31, 2011 — PDI, Inc. (Nasdaq: PDII) today announced that Nancy Lurker, the company's chief executive officer, is scheduled to present at the UBS 21st Annual Global Healthcare Services Conference at 3:30 pm ET on February 8, 2011 at the Grand Hyatt New York.

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 90 days.

About PDI

PDI, with its interactive digital agency Group DCA, 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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