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PDI, Inc. to Present at the Cowen and Company 31st Annual Health Care Conference

PARSIPPANY, N.J., February 23, 2011 — PDI, Inc. (Nasdaq: PDII) today announced that Nancy Lurker, the company's chief executive officer, is scheduled to present at the Cowen and Company 31st Annual Health Care Conference at 8:45 am ET on March 9, 2011 at the Marriott Copley Place in Boston.

The live audio broadcast may be accessed under the "Investor Relations" tab on the company's website at <http://www.pdi-inc.com>. The live audio broadcast 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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