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PDI, Inc. to Present at the ROTH Capital Partners 23rd Annual OC Growth Stock Conference

PARSIPPANY, N.J., March 1, 2011 — PDI, Inc. (Nasdaq: PDII), today announced that David Kerr, senior vice president of business development, is scheduled to present at the ROTH Capital Partners 23rd Annual OC Growth Stock Conference at 8:30 am PT on March 15, 2011 at the Ritz-Carlton Laguna Nigel in Dana Point, CA.

The live audio broadcast may be accessed under the "Investor Relations" tab on the company's website at 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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