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PDI, Inc. to Ring the NASDAQ Stock Market Closing Bell

PARSIPPANY, N.J., March 24, 2011 -- PDI, Inc. (Nasdaq: PDII) today announced that it will preside over the ceremonial NASDAQ Stock Market Closing Bell on Tuesday, March 29, 2011, at 4:00 p.m. ET at the NASDAQ MarketSite in New York City. PDI CEO Nancy Lurker will ring the Closing Bell together with members of the senior management team.

Lurker said, "Ringling the NASDAQ bell is a particularly meaningful event for PDI as we celebrate our return to profitability, significant new business wins, increased revenue growth and strategic acquisition of Group DCA. We are proud of our performance, market penetration and ability to forge long-term strong relationships with our pharmaceutical clients. This event is a great opportunity to thank our employees, shareholders, and board of directors, without whose support and dedication these major accomplishments could not have been achieved."

A live webcast of the Closing Bell ceremony will begin at 3:50 p.m. ET and can be viewed via The MarketSite Webcam by launching the link:

<http://www.nasdaq.com/about/marketsitetowervideo.aspx>

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 enhancing engagement with health care practitioners and optimizing commercial investments 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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