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PDI Announces Group DCA's Launch of eDetailing Across Apple® and Android™ Mobile Devices

Expanded Reach to Meet Growing Physician Demand for Mobile Access

PARSIPPANY, N.J., April 25, 2011 – PDI, Inc. (Nasdaq: PDII) today announced that Group DCA has expanded its proprietary DIAGRAM™ software platform to enable eDetail delivery on popular mobile devices including the iPad®, iPod touch® and iPhone®¹ and Android™²-based phones.

“With physicians adopting smartphones and other mobile devices even faster than the general population, we are moving quickly to meet their information demands across all key media,” said Jo Ann Saitta, SVP of Information Technology for PDI. “This extension of eDetailing to mobile programs is consistent with our growth strategy and positions PDI and Group DCA well across a broad range of communications channels to deliver our clients’ messages to healthcare professionals.”

Noted Ron Scalici, Group DCA Chief Innovations Officer, “Not only can our clients now reach physicians via multiple devices, but they can be assured that our content will be innovative and tailored specifically to particular platforms, while remaining confident in our commitment to complying with the requirements and appropriate disclosure standards of The Division of Drug Marketing, Advertising, and Communications (DDMAC) of the U.S. Food and Drug Administration (FDA).”

Group DCA’s eDetailing programs utilize its proprietary DIAGRAM™ software to create a customized, self-initiated experience for each participant based upon their attitudes, preferences and information needs. An integrated data warehouse and centralized content library allow for greater efficiency in content creation and dissemination, and easy adaption of approved marketing materials across multiple device platforms. These capabilities facilitate the development and execution of additional outreach efforts under a broader, multi-channel strategy that may include PDI’s field sales representatives, teledetailing, email and direct marketing.

About PDI, Inc.

PDI, with its interactive digital agency Group DCA, is a leading provider of integrated multi-channel promotional outsource services to established and emerging health care companies. The company is dedicated to enhancing engagement with healthcare practitioners and optimizing commercial investments for its clients by providing strategic flexibility, innovative multi-channel promotional solutions, and sales and marketing expertise. For more information, please visit the company's website at <http://www.pdi-inc.com>.

¹ Apple, iPad, iPod touch and iPhone are registered trademarks of Apple Inc.

² Android is a trademark of Google Inc.