

**PDI CONTACT:**

Amy Lombardi  
PDI, Inc.  
(862) 207-7866  
[Alombardi@pdi-inc.com](mailto:Alombardi@pdi-inc.com)  
[www.pdi-inc.com](http://www.pdi-inc.com)

**INVESTOR CONTACT:**

Melody Carey  
Rx Communications Group, LLC  
(917) 322-2571  
[Mcarey@RxIR.com](mailto:Mcarey@RxIR.com)

## **PDI Announces 3 New Business Wins With Combined Total Revenues Over \$5 Million**

### ***Agreements Reflect PDI's Strategic Flexibility for Customers***

**PARSIPPANY, N.J., June 1, 2011** – PDI, Inc. (Nasdaq: PDII) today announced several new Contract Sales Organization (CSO) business wins that together are expected to generate total revenues over the lives of the contracts of approximately \$5 million, with \$3 million projected to be recorded in 2011. These are in addition to a \$9 million new business win announced previously with the company's first quarter 2011 financial results.

"These agreements clearly demonstrate the value and strategic flexibility that PDI can deliver to clients, and the value to PDI that an increasing array of business wins can generate," said Nancy Lurker, PDI's Chief Executive Officer. "As we gain further progress in growing this company, our pipeline of business wins – large and small – remains strong, with good prospects for new opportunities ahead. We remain confident that the industry's overall trends will continue to favor the services and multichannel reach that PDI can offer our customers."

The three new agreements, all with first-time clients, reflect a variety of PDI's capabilities, including dedicated and shared sales teams. Target audiences for these engagements include gastroenterologists, nephrologists, cardiologists and neurologists as well as primary care physicians.

### **Forward-Looking Statements**

This press release contains forward-looking statements regarding future events and financial performance. These statements are based on current expectations and assumptions involving judgments about, among other things, future economic, competitive and market conditions and future business decisions, all of which are difficult or impossible to predict accurately and many of which are beyond PDI's control. These statements also involve known and unknown risks, uncertainties and other factors that may cause PDI's actual results to be materially different from those expressed or implied by any forward-looking statement. For example, with respect to statements regarding projections of future revenues, growth and profitability, actual results may differ materially from those set forth in this release based on the loss, early termination or significant reduction of any of our existing service contracts, the failure to meet performance goals in PDI's incentive-based arrangements with customers or the inability to secure additional business. Additionally, all forward-looking statements are subject to the risk factors detailed from time to time in PDI's periodic filings with the Securities and Exchange Commission, including without limitation, PDI's Annual Report on Form 10-K for the year ended December 31, 2010, and PDI's subsequently filed quarterly reports on Form 10-Q and current reports on Form 8-K. Because of these and other risks, uncertainties and assumptions, undue reliance should not be placed on these

forward-looking statements. In addition, these statements speak only as of the date of this press release and, except as may be required by law, PDI undertakes no obligation to revise or update publicly any forward-looking statements for any reason.

**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>.

**# # #**