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PDI Announces John L. Parsons Jr. to Lead New Product Commercialization Enterprise, Interpace BioPharma, LLC

PARSIPPANY, N.J., August 1, 2011 – PDI, Inc. (Nasdaq: PDII) today announced that, effective July 5, John L. Parsons Jr. has been named senior vice president and general manager of Interpace BioPharma, LLC, a new wholly-owned subsidiary formed to manage full product commercialization opportunities, such as the two-and-a-half-year agreement for the sales and marketing of a treatment for knee pain announced separately today.

Before joining Interpace BioPharma, Parsons was president and chief commercial officer of the U.S. division of TopoTarget A/S, a Denmark-based biopharmaceutical company focusing on the research and development of oncology products. Prior to that, Parsons was the founder and president from 2000 to 2006 of Parsons Strategic Associates LLC, a health care consulting firm offering strategic, operational, technical, investment and partnership services to emerging and established health care and pharmaceutical companies. Parsons was previously at Quintiles, Inc. as vice president, emerging markets, after serving as vice president, market planning.

For approximately 25 years, Parsons held a number of increasingly responsible positions with Knoll Pharmaceutical Company, a unit of BASF Pharma, after first joining as a field sales representative. He left Knoll in 1998 as vice president, sales, after earlier holding positions that included vice president, marketing and sales; director of sales; director of marketing; hospital sales manager; regional manager; and product manager.

Parsons holds a BA in Chemistry from Indiana University, Bloomington, Ind., and has completed programs at Wharton School of Business in Strategic Planning, Finance and Leadership.

About PDI, Inc.

PDI is a leading health care commercialization company providing superior insight-driven, integrated multi-channel message delivery 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, full product commercialization services, 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>.

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