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PDI Announces New Business Win With New Customer to Promote Rx Derm Therapy

PARSIPPANY, N.J., Aug. 5, 2011 – PDI, Inc. (Nasdaq: PDII), a leading provider of integrated promotional and commercialization services to health care companies, today announced a two-year contract sales engagement with a new pediatric dermatology customer to promote a first-line prescription dermatology product.

The agreement is expected to run until September 2013 and generate approximately \$5 million in revenues to PDI over the life of the contract, with approximately \$1 million to be recorded in 2011. Under the agreement, PDI will provide a dedicated sales team that will call on pediatricians and dermatologists.

"This new agreement with a new customer once again demonstrates the value and strategic flexibility that PDI is able to deliver consistently and across therapy areas," said Nancy Lurker, Chief Executive Officer of PDI, Inc. "At PDI, we remain intensely focused on providing high returns on our clients' investments by developing and deploying the most effective resources and technologies for reaching physicians and other health care providers."

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 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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