



PDI CONTACT:

Amy Lombardi
PDI, Inc.
(862) 207-7866
ALombardi@pdi-inc.com
www.pdi-inc.com

INVESTOR CONTACT:

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

PDI to Present at the UBS 22nd Annual Global Healthcare Services Conference

PARSIPPANY, N.J., January 26, 2012 — PDI, Inc. (Nasdaq: PDII) today announced that Nancy Lurker, the company's chief executive officer, is scheduled to present at the UBS 22nd Annual Global Healthcare Services Conference at 8:30 am ET on February 7, 2012 at The Grand Hyatt Hotel in New York City.

The live webcast may be accessed under the "Investor Relations" tab on the company's website at <http://www.pdi-inc.com>. The webcast will be archived for 30 days.

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>.

###