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PDI and The Medical Affairs Company Enter Exclusive Strategic Alliance

SADDLE RIVER, N.J., and KENNESAW, GA (June 3, 2009) – Two leaders in the pharmaceutical contract services industry, PDI, Inc. (NASDAQ: PDII), a provider of sales and marketing support to U.S. pharmaceutical companies, and The Medical Affairs Company (TMAC®), the leading provider of customized Medical Science Liaison (MSL) and Medical Affairs services, have signed an agreement aligning their respective services in order to bring clients a more complete set of field-based commercialization solutions.

Under the exclusive agreement, PDI and TMAC will integrate their service offerings to benefit client brands, participate in joint client presentations and exchange new business leads. By operating under this agreement, both PDI and TMAC are better able to meet a wider variety of client demands for best-in-class field resources, while preserving the important separation of pharmaceutical sales and medical departments.

“The MSL plays an increasingly crucial role in pharmaceuticals today – that of providing high-level scientific information to key opinion leaders and other medical doctors on a peer-to-peer basis,” said Nancy Lurker, Chief Executive Officer, PDI. “We’re very pleased to partner with TMAC through this strategic alliance. TMAC’s expertise in providing MSL services to pharmaceutical companies is highly regarded. Our agreement increases PDI’s ability to provide maximum value to our clients and fills a critical need for a higher science personal engagement with physicians.”

TMAC Chief Executive Officer Evan Demestihias, M.D., believes the agreement will give each company even greater leverage to build their business in a highly competitive industry. “With our partnership, we each gain a more complete suite of field services, and that places us in an even better position to seize growth opportunities. I am delighted that TMAC will be working alongside PDI, a nationally recognized, leading Contract Services Organization.”

About PDI

PDI provides commercialization services for established and emerging biopharmaceutical companies. The Company is dedicated to maximizing the return on investment for its clients by providing strategic flexibility, sales, marketing and commercialization expertise.

PDI currently operates in three business segments: Sales Services, Marketing Services and Product Commercialization. Our sales services include Performance Sales Teams™, which are dedicated pharmaceutical sales force teams for specific customers; Select Access™, our targeted sales solution that leverages an existing sales force and infrastructure; and PDI ON DEMAND, a suite of innovative services that provide rapid, customized sales force solutions tailored to meet the local, regional and seasonal needs of our customers. Our marketing services include marketing research services through TVG Marketing Research & Consulting and medical communications services through Pharmakon. Our product commercialization solutions leverage our considerable sales and marketing expertise to manage products throughout their lifecycles. PDI's experience extends across multiple therapeutic categories and includes office- and hospital-based initiatives.

For more information, please visit the Company's website at www.pdi-inc.com.

About The Medical Affairs Company

The Medical Affairs Company LLC (TMAC®) is a full service Contract Medical Organization that provides pharmaceutical, biotechnology, and medical device industry clients a wide array of outsourcing capabilities for medical affairs activities. Offering both strategic and tactical medical liaison support services in addition to medical liaison consulting and medical communications support, TMAC is uniquely positioned to provide both unmatched value and service to the pharmaceutical industry. TMAC's greatest strength is their focus: medical and scientific affairs – it is their only business.

For more information, please visit the Company's website at www.themedicalaffairscompany.com.

TMAC® is a registered trademark of The Medical Affairs Company LLC

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