



MEDIA CONTACT:

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

INVESTOR CONTACT:

Melody Carey
Rx Communications Group
(917) 322-2571
mcarey@rxir.com

**PDI, Inc. to Hold Second Quarter 2010 Financial Results Conference
Call on Wednesday, August 4, 2010**

PARSIPPANY, N.J., July 28, 2010 -- PDI, Inc. (Nasdaq: PDII), a leading provider of integrated promotional outsource services to established and emerging healthcare companies, today announced that it will release its second quarter 2010 financial results on Wednesday, August 4, 2010 after the market close and host a conference call beginning at 4:30 pm Eastern time to discuss the results.

Access information:

Date: Wednesday, August 4, 2010
Time: 4:30 pm Eastern time
Dial-in numbers: (866) 644-4654 (U.S. and Canada) or (706) 643-1203
Conference ID number: 84398785
Live web cast: www.pdi-inc.com, under "Investor Relations"

The teleconference replay will be available three hours after completion through August 8, 2010 at (800) 642-1687 (U.S. and Canada) or (706) 645-9291. The replay pass code is 84398785. The archived web cast will be available for one year on the Company's web site, www.pdi-inc.com, under "Investor Relations."

About PDI

PDI is a leading provider of integrated promotional outsource services to established and emerging healthcare companies. The company is dedicated to maximizing the return on investment for its clients by providing strategic flexibility, sales and marketing expertise. For more information, please visit the company's website at www.pdi-inc.com.

###