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PDI TO PRESENT AT THE UBS 20TH ANNUAL GLOBAL HEALTHCARE SERVICES CONFERENCE

PARSIPPANY, N.J., February 2, 2010 — PDI, Inc. (Nasdaq: PDII) , a leading provider of sales and marketing support to U.S. health care companies, today announced that Chief Executive Officer Nancy Lurker will present at the UBS 20th Annual Global Healthcare Services Conference, which will be held February 8-10, 2010.

The presentation is scheduled for Tuesday, February 9 at 3:00 pm ET, and will take place at The Grand Hyatt New York.

The webcast of the presentation may be accessed on the Company's website www.pdi-inc.com, under "Investor Relations."

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 and marketing expertise. For more information, please visit the company's website at www.pdi-inc.com.

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