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December 23, 2008

To Our Stockholders,

As you likely know, on November 18th I joined PDI as Chief Executive Officer and as a member of the company's Board of Directors. In the coming months I will be sharing with you my detailed thoughts on our company's operations, strategy and future. Yet in the meantime I'd like to take this opportunity to provide you with my initial impressions of PDI and tell you why I am so enthusiastic about my new responsibilities.

PDI is the pioneer in pharmaceutical contract sales with a long and proud heritage. Having spent more than 20 years on the client side of the business, recently as Senior Vice-President and Chief Marketing Officer for Novartis Pharmaceuticals Corporation (the U.S. subsidiary of Novartis AG), I can tell you that I fundamentally believe in our business model.

I know from first-hand experience that as pharmaceutical companies downsize and face pressure to cut costs, they will be looking to outsource many functions. This trend toward outsourcing has been underway for several years, and I believe it will accelerate in response to market conditions. I also believe that PDI will benefit as we position ourselves as a "go to" company to provide the answers pharmaceutical executives are seeking.

PDI has a number of strengths, such as our flexible, innovative service offerings. But perhaps our most compelling strength is our people, and it's evident in my short time here that PDI has many talented and dedicated professionals.

My immediate task is to build on these strengths, to focus on strategies for growth and to return our company to profitability. Customer focus, sales excellence and superior service delivery will be at the top of our agenda.

There is opportunity to improve upon our current offerings, as well as to expand our service offerings in thoughtful and strategic ways as we leverage our core competencies and seek new, creative ways to build brands and reach physicians.

As part of an initial 100-day plan I have begun the process of going through our company with the proverbial fine-toothed comb before committing to specific changes or initiatives. I will take a disciplined and methodical approach to this review, being ever-mindful of return on investment. I plan to have much of the strategy in place by the time we report our 2008 fourth quarter financial results in March 2009. At that time I intend to share with you more detail on my plan for PDI.

I am confident that PDI has a bright future and, again, a top goal is to return our company to profitability. This will take some time, and my job is to see to it that we have the right people and strategies in place to achieve this goal. I look forward to working with my new colleagues and our customers as we solidify a long-term growth track.

Sincerely,

Nancy Lurker
Chief Executive Officer

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 sales 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 and consulting services through TVG, and medical communications services through Pharmakon. In addition, PDI is a high-quality provider of continuing medical education programs through Vital Issues in Medicine (VIM®). Our product commercialization solutions leverage our considerable sales and marketing expertise to manage products throughout their lifecycles, enabling us to maximize profitable brand growth. 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.

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. Such factors include, but are not limited to: changes in outsourcing trends or a reduction in promotional, marketing and sales expenditures in the pharmaceutical, biotechnology and life sciences industries; the loss of one or more significant clients or a material reduction in service revenues from such clients; the ability to fund and successfully implement PDI's long-term strategic plan; the ability to successfully develop product commercialization opportunities; PDI's ability to generate sufficient revenue from product commercialization opportunities that PDI pursues to offset the costs and expenses associated with implementing and maintaining these types of programs; the ability to successfully identify, complete and integrate any future acquisitions and the effects of any such acquisitions on PDI's ongoing business; the ability to meet performance goals in incentive-based and revenue sharing arrangements with clients; competition in PDI's industry; the ability to attract and retain qualified sales representatives and other key employees and management personnel; product liability claims against PDI; changes in laws and healthcare regulations applicable to PDI's industry or PDI's, or its clients', failure to comply with such laws and regulations; volatility of PDI's stock price and fluctuations in its quarterly revenues and earnings; potential liabilities associated with insurance claims; failure of, or significant interruption to, the operation of its information technology and communications systems; and 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, 2007, 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.