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Sequenom Selects PDI to Provide Sales Team for Launch of Noninvasive Prenatal Screening Tests

SADDLE RIVER, N.J. and SAN DIEGO, Calif. (March 3, 2009) – PDI, Inc. (NASDAQ: PDII), and Sequenom Center for Molecular Medicine, LLC (SCMM), a wholly owned subsidiary of Sequenom, Inc. (NASDAQ: SQNM) announced today that PDI has been selected to provide the sales infrastructure to launch and commercialize SCMM's noninvasive prenatal genetic screening tests based on its SEQureDx™ technology.

Under the direction of SCMM management, PDI will support the commercialization of SCMM's fetal Rhesus D genotyping test from a maternal blood sample. This test will reduce the risk to the mother and fetus by providing clinicians early and accurate information. Under the agreement, PDI will also provide sales support to SCMM upon commercialization of its noninvasive Down syndrome (Trisomy 21) test which is expected to be launched in June of this year, as well as other laboratory developed tests.

Under terms of the agreement, PDI in conjunction with the SCMM management team will hire, train and develop a sales team for the Sequenom Center for Molecular Medicine. An initial wave of business development managers are targeted for the first quarter of 2009, with additional expansion scheduled throughout the second to fourth quarters of 2009. Sales call points will be focused on our obstetrician and perinatal specialist partners. Financial terms of the engagement were not disclosed.

"We are delighted to have been selected by Sequenom to help commercialize a highly visible and major scientific breakthrough technology in the field of women's health," said Nancy Lurker, Chief Executive Officer of PDI. "This is precisely the kind of engagement PDI is seeking with our specialty clients. We are eager to begin our work with Sequenom and gain widespread support and use for this technology."

Harry Stylli, Ph.D., President and Chief Executive Officer of Sequenom, said, "The PDI team has shown a keen understanding of, and strong strategic insight into, the marketplace. As we grow the market for SEQuereDx tests, PDI's flexible approach allows them to be responsive to our needs with minimal advance notice, so we can most efficiently and effectively build our sales organization. We are looking forward to working with PDI to make the SEQuereDx-based tests 'must have' screens for maternal-fetal health."

About the SEQuereDx Technology

Sequenom's SEQuereDx Technology is a novel approach to genetic screening. Unlike current standards of harvesting placental tissue cells as is required for chorionic villus sampling, or entering the uterus to sample the amniotic fluid surrounding the baby as is performed with amniocentesis, SEQuereDx Technology extracts fetal nucleic acid material from a simple blood specimen collected safely and comfortably from the mother to determine genetic characteristics of the fetus. This breakthrough suggests that the test may more accurately screen patients thereby minimizing the risks associated with sampling the amniotic fluid that surrounds the baby in the uterus.

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. 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.

About Sequenom

Sequenom is committed to providing the best genetic analysis products that translate the results of genomic science into solutions for noninvasive prenatal diagnostics, biomedical research, translational research and molecular medicine applications. The Company's proprietary MassARRAY® system is a high-performance (in speed, accuracy and cost efficiency) nucleic acid analysis platform that quantitatively and precisely measures genetic target material and variations. The Company has exclusively licensed intellectual property rights for the development and commercialization of noninvasive prenatal genetic tests for use with the MassARRAY system and other platforms. For more information, please visit Sequenom's Web site at www.sequenom.com.

Sequenom®, SEQuereDx™, and MassARRAY® are trademarks of Sequenom, Inc.

PDI 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.

Sequenom Forward-Looking Statements

Except for the historical information contained herein, the matters set forth in this press release, including statements regarding SCMM's launch and commercialization of noninvasive prenatal screens and tests based upon its SEQuReDx Technology, the expected launch of the T21 test in June 2009, building a sales organization, hiring and training support, sales, and business development personnel and other activities contemplated or to be performed under SCMM's agreement with PDI, future support and use and the market and growth of the market for Sequenom's SEQuReDx tests and technology, and the impact and effect on and role of SEQuReDx tests and technology in maternal-fetal health including reducing risk to mother and fetus, are forward-looking statements within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995. These forward-looking statements are subject to risks and uncertainties that may cause actual results to differ materially, including the risks and uncertainties associated with Sequenom's operating performance, demand for and market acceptance of Sequenom's products, services, and technologies, research and development progress, new technology and product development and commercialization particularly for new technologies such as molecular diagnostics and laboratory developed tests, and particularly noninvasive prenatal diagnostics and laboratory developed tests, reliance upon the collaborative efforts of other parties such as PDI, competition, intellectual property protection and intellectual property rights of others, government regulation particularly with respect to diagnostic products and laboratory developed tests, obtaining or maintaining regulatory approvals, and other risks detailed from time to time in Sequenom's SEC (U.S. Securities and Exchange Commission) filings, including the Company's Annual Report on Form 10-K for the year ended December 31, 2007 and other documents subsequently filed with or furnished to the SEC. These forward-looking statements are based on current information that may change and you are cautioned not to place undue reliance on these

forward-looking statements, which speak only as of the date of this press release. All forward-looking statements are qualified in their entirety by this cautionary statement, and Sequenom undertakes no obligation to revise or update any forward-looking statement to reflect events or circumstances after the issuance of this press release.

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