



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

PDI to Present at the ROTH Capital Partners 22nd Annual OC Growth Stock Conference

PARSIPPANY, N.J., March 3, 2010 — PDI, Inc. (Nasdaq: PDII), a leading provider of sales and marketing support to U.S. health care companies, today announced that David Kerr, senior vice president of business development, is scheduled to present at the ROTH Capital Partners 22nd Annual OC Growth Stock Conference at 12:30 pm PT on March 17, 2010 at The Ritz-Carlton Laguna Niguel in Dana Point, CA.

The live webcast may be accessed under the "Investor Relations" tab on the Company's website at www.pdi-inc.com. The webcast will be archived for 90 days.

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.

###