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**PDI MOURNS DEATH OF BOARD MEMBER DR. JOSEPH T. CURTI**

**PARSIPPANY, N.J.**, January 14, 2010 — PDI, Inc. (Nasdaq: PDII) today announced that Board of Directors member Joseph T. Curti, M.D. died on January 12, 2010 at the age of 71. Dr. Curti had been a member of PDI's Board of Directors since 2003 and also served on the Compensation and Management Development Committee of the Board.

"We are deeply saddened to learn of Joe's passing," said John P. Dugan, Chairman of the Board of Directors. "Joe played an active role on our Board and has been a key contributor during the past six years. On behalf of PDI, I extend our sympathies to his family and friends."

Chief Executive Officer Nancy Lurker stated, "PDI has benefited greatly from Joe's leadership and industry experience. We will always remember his contributions to our firm and he will be deeply missed as both a colleague and friend."

**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](http://www.pdi-inc.com).

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