



News Release

For more information:
Trisha Stapleton
215-283-5461
tstapleton@tvg-inc.com

TVG Offers Innovative Advances in Forecasting

Dresher, Pa. (Apr. 29, 2009) – TVG, a leading global healthcare marketing research, training and strategic consulting firm and subsidiary of PDI, Inc. (NASDAQ:PDII), has announced the launch of a new suite of forecasting services focused on predicting share and forecasting revenue for a range of needs.

“Our Forecasting team has tapped their deep experience in forecasting and modeling for major pharma companies to create products that are methodologically sound and user-friendly,” said Peter Tilles, President, TVG. “These exciting new tools build on TVG’s 30 years of advanced analytic expertise and knowledge.”

The TVG Rapid Share PredictorSM provides instant access to patient share and share penetration (uptake) rates without the need to conduct primary marketing research, or the use of analogs.

For quick assessments around new products such as acquisitions or licensing evaluations, etc., or as another benchmark to validate current models, this exciting advance in early forecasting delivers share estimates projected from internal judgments about product attributes.

The Predictor is built on an analysis of TVG’s normative database of over 7000 decision makers across more than 20 disease states, and is validated with over 80% accuracy. It allows companies to focus on attribute variables rather than identifying and defending analog choices.

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The model includes inputs from prescriber, patient and payor audiences, as well as proprietary promotional response data drawn from TVG's parent (PDI) company's expertise in sales force deployment and effectiveness.

In addition, TVG offers the **TVG Custom Share PredictorSM**, a built-to-order evaluation of market share in the context of specific market parameters. This approach synthesizes custom primary and secondary marketing research as input to highly customized, state-of-the-art choice modeling to provide a more comprehensive and validated evaluation of potential product use.

The TVG ForecasterSM is a powerful, yet easy-to-use new forecasting engine built to deliver revenue projections based on a product's unique specifications. TVG's forecasting experts iteratively design and define a modeling approach to best reflect the way in which companies plan to market their product. TVG integrates the key inputs: market sizing information, pricing, compliance/persistence and competitive landscape data. Input share data is drawn from a variety of sources, including the TVG Rapid Share Predictor, TVG Custom Share Predictor, or companies can use their own share data to build the model.

The outcome is a tool that houses a company's forecasting method in an easy-to-use simulator that offers several features not typically found in pharma industry forecasts, including the flexibility to change patient demographics data, enter/change current, past and future allocations and other product inputs as new secondary data becomes available.

About TVG

TVG provides a global view of the healthcare marketplace through custom qualitative and quantitative marketing research, consulting, and training, built on 30 years of healthcare marketing experience. Our research uniquely integrates both primary and secondary data, as well as input from the full range of stakeholders influencing prescribing decisions today. TVG consulting services provide highly interactive role-play experiences including competitive simulations, strategy and positioning workshops. The TVG Marketing Seminar Series has trained over 7000 industry marketers and marketing researchers through a roster of programs that feature a faculty of experienced TVG marketing professionals.

TVG is a PDI Company.

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 TeamsTM, which are dedicated pharmaceutical sales force teams for specific customers; Select AccessTM, 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. 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: effects of the current worldwide economic and financial crisis; changes in outsourcing trends or a reduction in promotional, marketing and sales expenditures in the pharmaceutical, biotechnology and life sciences industries; early termination of a significant services contract or the loss of one or more significant clients or a material reduction in service revenues from such clients; the ability to obtain additional funds in order to implement PDI's business model; the ability to successfully develop and generate sufficient revenue from any product commercialization opportunities; 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; the ability to increase revenues and successfully manage the size of PDI's operations; 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; the results of any future impairment testing for goodwill and other intangible assets; 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, 2008, 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.

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