



## **PDI and Physicians Interactive Partner to Provide Integrated, Personal and Digital Solutions to Life Sciences Companies**

*New solutions will improve the ability of life sciences companies to service their clinician customers via a convenient, optimized network of integrated personal, online and mobile channels.*

**SADDLE RIVER, New Jersey** (November 2, 2009) - PDI, Inc. (NASDAQ:PDII), a leading provider of sales and marketing support to U.S. health care companies, and Physicians Interactive, the leading provider of mobile reference and digital sales and marketing services to life sciences companies, have entered into a strategic alliance to collaborate and deliver the first integrated network of digital sales and marketing solutions. These products will drive expanded reach and revenue for life sciences customers, while increasing the level of service, access and value to physicians.

By way of this unique collaboration, life sciences companies will be able to provide a comprehensive, optimized mix of personal delivery services, such as PDI's field sales, peer-based, and call-center services to physicians who benefit from physical outreach. Physicians Interactive will augment PDI's personal efforts, and extend services to those physicians challenged by location, time, or preference with an exciting range of on-demand digital services. These offerings include leading mobile-based point-of-care decision support tools, electronic sampling and patient assistance programs, as well as interactive online education.

The partnership will significantly expand customer reach beyond that of traditional sales and marketing solutions. The combined networks and behavioral databases will connect life sciences companies with over one million health care professionals worldwide.

"Physicians Interactive is a respected leader in the digital and non-personal marketing space," said Nancy Lurker, Chief Executive Officer of PDI, Inc. "We look forward to working closely with them as both companies expand the integrated services we can offer to our health care customers."

From its headquarters in Marlborough, Massachusetts, Physicians Interactive Holdings provides health care professionals with a wide variety of programs, including digital marketing, eSampling, mobile clinical content media, data analytics, physician relationship management and campaign development.

"Our new partnership with PDI aligns our services with a recognized leader and pioneer in personal sales solutions," said Donato Tramuto, Chief Executive Officer and Vice Chairman of Physicians Interactive Holdings LLC. "As the health care industry continues to evolve rapidly, new offerings such as those provided in this agreement by PDI and Physicians Interactive, give our customers a differential and competitive advantage."

## **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).

## **About Physicians Interactive**

Physicians Interactive is an unmatched digital sales and marketing partner for life sciences companies that interacts with health care professionals (HCPs) wherever they are—through their desktop or laptop, via mobile devices, and at the point of care. Physicians Interactive has developed a foundation of user-generated, proprietary and public data that powers a networked suite of transactional applications, including eSampling, interactive learning programs and mobile solutions. Physicians Interactive is owned by Perseus LLC, a merchant bank and private equity fund management company. For more information about Physicians Interactive, visit [www.physiciansinteractive.com](http://www.physiciansinteractive.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, including 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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