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Professional Diversity Network Names Michael R. Hernandez Chief Marketing & Communications Officer

Seasoned Marketing Executive Will Lead New Initiatives to Increase Brand Awareness

CHICAGO, May 20, 2013 (GLOBE NEWSWIRE) -- Professional Diversity Network, Inc. (Nasdaq:IPDN), a developer and operator of online networks dedicated to serving diverse professionals in the United States and providing them with access to employment opportunities today named Michael R. Hernandez, Chief Marketing & Communications Officer.

Prior to joining Professional Diversity Network, Hernandez served as Marketing Director B2B and SEO for Norvax, a Chicago based insurance software, SEO and lead generation company. He previously served as Marketing Director at Insuresoft, a University Park, IL developer of automated insurance software solutions for property and casualty insurance companies. Prior to that, he served as Owner/Partner at Breakaway Marketing, an Elk Grove Village advertising agency specializing in the retail and technology industries.

"The Professional Diversity Network team looks forward to having Mike lead our marketing and communications initiatives. His broad-based experience across every aspect of the marketing mix make him an ideal leader as Professional Diversity Network continues to ramp up its staffing and services for diverse professionals who seek career opportunities and the employers who are vying for top diverse talent," commented Rudy Martinez, Founder and CEO of iHispano.com, Professional Diversity Network's flagship networking site for Hispanic professionals.

"I have been following Professional Diversity Network for some time and I am enthusiastic to be joining the Company at this moment in its development," commented Michael Hernandez. "My immediate goals are to review our current marketing plan and capabilities and implement strategies to raise the Professional Diversity Network profile. My objective is to ensure that the marketplace created by the Company continues to be highly sought from both the recruiting and member communities."

About Professional Diversity Network

Professional Diversity Network develops and operates online networks dedicated to serving diverse professionals in the United States and providing them with access to employment opportunities. Professional Diversity Network offers employers who value diversity an online platform in which to identify and acquire diverse talent for their hiring needs. Professional

Diversity Network owns and operates professional networking communities including: www.iHispano.com for Hispanic Professionals, www.AMightyRiver.com for African American professionals, www.WomensCareerChannel.com for Female Professionals, www.Military2Career.com for Veterans, www.ProAble.com for Professionals with Disabilities, www.OutProNet.com for professionals in the Gay Community, and www.AsianCareerNetwork.com for Asian professionals.

For more information, visit: www.professionaldiversitynetwork.com

Safe Harbor under the Private Securities Litigation Reform Act of 1995

This press release contains forward-looking statements within the meaning of the safe harbor provisions of the U.S. Private Securities Litigation Reform Act of 1995 concerning Professional Diversity Network, its continued membership growth, the causes of such membership growth, the anticipated improvements in its services that may be realized in the future as a result, and its business strategies. These statements or disclosures may discuss goals, intentions and expectations as to future trends, plans, events, results of operations or financial condition, or state other information relating to Professional Diversity Network, based on current beliefs of management as well as assumptions made by, and information currently available to, management. Forward-looking statements can generally be identified by words such as "may" "anticipate," "believe," "plan," "could," "estimate," "expect," "forecast," "guidance," "intend," "may," "possible," "potential," "predict," "project" or other similar words, phrases or expressions. These forward-looking statements are subject to various risks and uncertainties, many of which are outside of Professional Diversity Network's control. Therefore, investors and shareholders should not place undue reliance on such statements. Factors that could cause actual results to differ materially from those in the forward-looking statements include Professional Diversity Network's ability to maintain its business relationships with its key customers; unanticipated changes and competition in the online recruitment market; unanticipated downturns in the economy; Professional Diversity Network's ability to generate recruitment revenue through direct sales, unexpected technical or marketing difficulties; unexpected claims, charges or litigation; and new laws and governmental regulations. The foregoing list of factors is not exhaustive. Investors and shareholders should carefully consider the foregoing factors and the other risks and uncertainties that affect Professional Diversity Network's business described in its Annual Report on Form 10-K. The forward-looking statements in this press release speak only as of the date they were made. Professional Diversity Network does not assume any obligation to update these forward-looking statements.

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