

September 5, 2017



## **Professional Diversity Network, Inc. Holds Grand Opening “SMARTSHE Women’s Forum” Event in Luoyang, China**

CHICAGO, Sept. 05, 2017 (GLOBE NEWSWIRE) -- Professional Diversity Network, Inc. (“PDN” or “the Company”), a global developer and operator of online and in-person networks that provide access to networking, training, educational and employment opportunities for diverse individuals, today announced that on August 30, 2017, the Company held its grand opening “SMARTSHE Women’s Forum” event in Luoyang, China.

The forum was hosted by PDN’s International Association of Women (“IAW”) and included participation by notable guests, including Jingbo Song, the Company’s Executive Co-Chairman and Chairman of its wholly-owned subsidiary, PDN (China) International Culture Development Limited Company (“PDN China”), Michael Wang, the Company’s CEO, Wei Jing, the general secretary of IAW, Sun Yan, the president of China Association of Image Etiquette Culture, and special guest Zhang Chuling, master of applied psychology at Beijing University.

Participation exceeded expectations with nearly 500 persons in attendance compared to an anticipated 200. The event kicked off with a speech by Mr. Wang, who stated, “Nowadays, the world belongs to women who play an important role in politics, business and other fields with senior positions. An increasing number of women attach great importance to improving their own quality and living standards and we are pleased to play a pivotal role in their doing so.”

Special guest Zhang Chuling delivered a speech relating to emotion and parent-child relationships, citing that conflict between couples is generally caused by trivial matters. The tiny things in our lives have a huge impact on family. The words and gesture in communication for both you and your spouse should be polished. A sound and effective way of communication is a benefit for the family harmony and stability.

A round table conference was also held discussing women’s role in starting and maintaining businesses.

Mr. Kirsch commented, “As previously disclosed, in 2017 we entered the China market with a three-pronged strategy: (1) provide education, training and collaborative opportunities to Chinese business people through our Shared Economy summit series; (2) provide networking and other benefits to Chinese women through our International Association of Women; and (3) provide education services for Chinese students. All three reflect our core value proposition, which is utilizing international cultural and educational resources to support family members’ growth – men, women and children. We believe that the strong participation numbers which exceeded our expectations by nearly 150% remain indicative of

both a growing demand for our services, and our unique ability to meet that demand.”

### **About Professional Diversity Network (PDN)**

Professional Diversity Network, Inc. (PDN) is a global developer and operator of online and in-person networks that provides access to networking, training, educational and employment opportunities for diverse professionals. We operate subsidiaries in the United States and China including National Association of Professional Women (NAPW), which is one of the largest, most recognized networking organizations of professional women in the country, spanning more than 200 industries and professions, and Noble Voice, a career placement and career counseling call center. Through an online platform and our relationship recruitment affinity groups, we provide our employer clients a means to identify and acquire diverse talent and assist them with their efforts to comply with the Equal Employment Opportunity Office of Federal Contract Compliance Program. Our mission is to utilize the collective strength of our affiliate companies, members, partners and unique proprietary platform to be the standard in business diversity recruiting, networking and professional development for women, minorities, veterans, LGBT and disabled persons globally.

### **Forward-Looking Statements**

This press release contains certain forward-looking statements based on our current expectations, forecasts and assumptions that involve risks and uncertainties. This release does not constitute an offer to sell or a solicitation of offers to buy any securities of any entity. Forward-looking statements in this release are based on information available to us as of the date hereof. Our actual results may differ materially from those stated or implied in such forward-looking statements, due to risks and uncertainties associated with our business, which include the risk factors disclosed in our most recently filed Annual Report on Form 10-K and in our subsequent filings with the Securities and Exchange Commission. Forward-looking statements include statements regarding our expectations, beliefs, intentions or strategies regarding the future and can be identified by forward-looking words such as "anticipate," "believe," "could," "estimate," "expect," "intend," "may," "plan," "should," and "would" or similar words. We assume no obligation to update the information included in this press release, whether as a result of new information, future events or otherwise. Our most recently filed Annual Report on Form 10-K, together with this press release and the financial information contained herein, are available on our website, [www.prodivnet.com](http://www.prodivnet.com). Please click on "Investor Relations."

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