

March 13, 2015



Professional Diversity Network, Inc. Registers 10,000 New Users in 24 Hours

CHICAGO, March 13, 2015 (GLOBE NEWSWIRE) --[Professional Diversity Network](#), Inc. (Nasdaq:IPDN), ("PDN") a developer and operator of online networks that provide access to employment opportunities for diverse professionals in the United States, announced today that on March 10, 2015, PDN reached a milestone of registering over 10,000 new users in a 24 hour period of time.

"One of my primary goals since joining Professional Diversity Network in December 2014 has been to increase user registrations. Our online marketing initiatives and registration process have been optimized for maximum effectiveness and scalability. Based upon our registration trends over the past several weeks I have confidence that we will continue to build our membership levels and our web traffic," said Sergio Zlobin, VP of Technology.

Star Jones, PDN President, added, "We are experiencing new registrations from our diverse professional audience at unprecedented levels for our company. I have been crisscrossing the nation, speaking with diverse professionals and companies who seek to employ them. I believe that we have hit a tipping point and are now creating critical mass. Job seekers and companies are reacting with enthusiasm to PDN's message of equality and opportunity."

About Professional Diversity Network (PDN)

Professional Diversity Network (PDN) is an Internet software and services company that develops and operates online professional networking communities dedicated to serving diverse professionals in the United States and employers seeking to hire diverse talent. Our subsidiary, National Association of Professional Women (NAPW), is one of the largest, most recognized networking organizations of professional women in the country, spanning more than 200 industries and professions. 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 Form 10-K filed on March 27, 2014 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," "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. The Form 10-K filed on March 27, 2014 and this press release are available on our website, www.prodivnet.com. Please click on "Investor Relations."

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