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## **Professional Diversity Network, Inc. Updates Chinese Initiatives**

### **Announces Location for First Nasdaq Global Capital Summit (NGCS) Forum Taking place December 2 – 4, 2017 at the Beijing Qihua Resort**

CHICAGO, Oct. 02, 2017 (GLOBE NEWSWIRE) -- Professional Diversity Network, Inc. (NASDAQ:IPDN) ("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 updated investors on recently announced Chinese initiatives scheduled throughout the balance of 2017.

The Company has begun to promote the NGCS throughout China. Early indications are that the event is of interest to many entrepreneurs in China who respect and value the NASDAQ brand. Furthermore, the Company is receiving very positive feedback about the topic of the forum, and especially about Vice Chairman of the Nasdaq, Mr. Bruce Aust's participation

On August 18, 2017, The Company announced its partnership with the Women's Forum for the Economy & Society ("Women's Forum") and that its President, Star Jones, will be a featured speaker at the Women's Forum 2017 Global Meeting ("WFGM event").

The Women's Forum is the world's leading platform featuring women's voices on major social and economic issues. The flagship WFGM event will be held on October 5-6, 2017 in Paris, with an anticipated 70 countries represented by over 1,500 delegates. The Company's President, Star Jones, will be a featured speaker, presenting workshops and participating in plenary sessions on "Creating impact through women's networks" and "How businesses can be more 'human'."

On September 12, 2017, the Company announced that on December 2, 2017, it will hold its First Nasdaq Global Capital Summit Forum, an exclusive forum focused on entrepreneurialism in Beijing, China at the Qihua Resort.

The event will be headlined by Bruce Aust, Vice Chairman of Nasdaq and hosted by PDN President Star Jones. The event is expected to be the Company's highest attended event, potentially drawing as many as 5,000 paid participants, setting the stage for the Company's 2018 growth plans.

In his role, Mr. Aust works closely with Nasdaq's Global Listing Services unit to assist clients and prospects worldwide. Mr. Aust also serves as President of the Nasdaq Entrepreneurial Center (the "Center"), located in San Francisco, and played an integral role in the creation and launch of the Center, which was established in 2014. The Center serves the greater Bay Area community through differentiated events, meaningful entrepreneurial education, and a

strong commitment to mentorship.

Previously, Mr. Aust served as Executive Vice President, Global Listing Services, a role in which he oversaw Nasdaq's new listings and capital market business as well as global business development and relationship management with the companies listed on Nasdaq's 16 listing markets worldwide.

During Mr. Aust's tenure, Nasdaq attracted some of the country's highest-profile IPOs, including Google, GoPro, Dunkin Donuts, Carlyle, JD.com, Markit, Splunk, Tesla, and Facebook, as well as NYSE company switches including American Airlines, Marriott, Mattel, Vodafone, DreamWorks, Texas Instruments, Viacom, Office Depot and Kraft Foods Group. Since 2005, Nasdaq has welcomed over \$1T in market cap value of companies switching from the NYSE.

"I am particularly excited that Mr. Aust will be headlining our event on entrepreneurialism. I have known him throughout his successful leadership of Nasdaq and am thrilled that he will bring his commitment to global entrepreneurship to PDN as we continue the expansion of our company," said Ms. Jones. Jones continued, "It is a natural fit in light of Nasdaq being the home of many of the world's most disruptive and innovative companies that were born out of entrepreneurial spirit."

### **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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