

October 16, 2017



Professional Diversity Network, Inc. Launches NAPW Dream Job Campaign

Goal of Placing 500 NAPW Members in New Jobs in the Month of November

CHICAGO, Oct. 16, 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 announced that it is launching its NAPW ("National Association of Professional Women") Dream Jobs Campaign. The Company's goal is to place 500 NAPW members in new jobs in the month of November.

According to Catalyst, a nonprofit organization with a mission to accelerate progress for women through workplace inclusion, only 34% of senior level positions in the United States are held by women. This initiative solidifies PDN's support to the companies who want to hire women and our members.

By participating in "Get Her Hired" members will:

- Receive early access to job postings via tailored alerts from our network employers who have a focus on women's hiring initiatives for executive level positions.
- Get their resume noticed. Gone are the days of applications going into databases without ever reaching a hiring manager's desk. PDN's career counselor will call our corporate partner to notify them of a NAPW applicant and advocates on their behalf.
- Stay connected. Instead of having to spend hours doing research on the latest hiring best practices, members will have access to tips, tools and online training – saving them time and money.

PDN President Star Jones stated, "As the number of women in the workforce continues to grow, "Get Her Hired" strengthens our investment to providing women the resources, professional development, and network they need to advance their career, allowing them to "Aspire—Connect—Achieve."

PDN continues to focus on bringing global attention to women's issues, which grows awareness of networking, while specifically spotlighting its brand within that broader conversation.

The Company previously 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 Qiuhua 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.

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. Please click on "Investor Relations."

CONTACT: Professional Diversity Network, Inc.

Jason Assad – Investor Relations
Jassad@prodivnet.com
678-570-6791

Jim Kirsch – Co-Executive Chairman

jkirsch@prodivnet.com
312-614-9021



Source: Professional Diversity Network, Inc.