April 18, 2013

Professional Diversity Network Surpassing 2,500,000 Members

Ringing The NASDAQ Stock Market Closing Bell April 24, 2013

CHICAGO, April 18, 2013 /PRNewswire/ -- 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 ("Professional Diversity Network" or "PDN"), today announced that it has hit a milestone in surpassing 2,500,000 members across its various networks. The achievement of this membership milestone will be followed next week by PDN's Ringing of The NASDAQ Stock Market Closing Bell on Wednesday, April 24, 2013 at the NASDAQ MarketSite in Times Square.

"We believe our recent membership growth reflects greater brand awareness, in part, due to our marketing programs," commented Rudy Martinez, Founder and CEO of iHispano.com, PDN's flagship networking site for Hispanic professionals. "We expect that our continued membership growth will support our efforts to further develop the menu of online professional networking and career placement solutions that we offer at no charge to our members, and enhance the value we provide to employers seeking to attract diverse talent. The NASDAQ MarketSite tower, facing one of the most heavily trafficked corners in the world, is a perfect platform for Professional Diversity Network as it grows."

"Professional Diversity Network was founded with a mission to serve as the premier career resource for professionals of every background and culture, so it is fitting that we celebrate our recent membership milestone at the NASDAQ MarketSite in Times Square, one of the most diverse locations in the world," continued Mr. Martinez.

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.

Contact:
Professional Diversity Network
Myrna Newman, CFO
312-614-0931
mnewman@prodivnet.com

Investor Relations
Michael Polyviou/Robert Jones
EVC Group
212-850-6020/646-201-5447
mpolyviou@evcgroup.com / bjones@evcgroup.com

Media Relations
Janine McCargo
EVC Group
646-688-0425
jmccargo@evcgroup.com

SOURCE Professional Diversity Network, Inc.