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Professional Diversity Network Acquires Resunate Recruiting Technology Platform

CHICAGO, June 17, 2013 (GLOBE NEWSWIRE) -- The Professional Diversity Network (Nasdaq:IPDN), a developer and operator of online networks and job boards for culturally diverse professionals, has acquired Resunate, a developer of recruiting software designed to connect job seekers, colleges, universities and job placement companies with specific job postings.

The Resunate mission is to increase the number of successful job placements by providing candidates with insight into how best to present oneself and which opportunities are best suited to the candidate. The newly acquired resume optimization tool is currently utilized by job seekers and career services offices in over 150 countries. Resunate has proven to double an applicant's interview rate by providing interactive feedback on how to best tailor a resume for respective positions.

"This technology is extremely effective at securing interviews for our members while at the same time providing our recruitment clients with applications that best fit their criteria," said Ayan Kishore, PDN Executive Vice President. "The Resunate platform was developed by top recruitment sector experts, holding graduate degrees from Carnegie Mellon and MIT. This acquisition demonstrates the level of PDN commitment to investing in order to bring career opportunity to millions of diverse Americans and enable employers to recruit diverse talent."

As part of the acquisition, PDN will gain immediate access to the Resunate intellectual and technology team, to ensure a seamless competitive advantage for its users. This will mean substantively improved results for PDN's 2.5 million members and customers comprised of job seekers, employers and recruiters. The Resunate brand and resume optimization technology are expected to be fully integrated within the PDN suite of sites by the end of this year.

"The PDN acquisition of Resunate reflects a shared vision and common goals -- that of showcasing top talent, and increasing access to desirable jobs for diverse professionals," said Mike Hernandez, PDN Chief Marketing & Communications Officer. "We look forward to working with the Resunate team to improve the experience and engagement of our users, with a view toward putting many more talented Americans back to work."

About Professional Diversity Network

Professional Diversity Network operates an online professional networking community with career resources specifically tailored to the needs of seven different diverse cultural groups including: Women, Hispanic Americans, African Americans, Asian Americans, differently-abled, veterans, lesbian, gay, bisexual and transgender (LGBT), and students, and graduates seeking to transition from education to career. The network's purposes, among

others, are to assist its members in their efforts to connect with like-minded individuals, identify career opportunities within the network and connect members with prospective employers.

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