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Professional Diversity Network Launches DiversityJobNews.com

Information-Based Website for Diversity Recruitment Optimizes Process for Job Seekers

CHICAGO, Oct. 15, 2013 (GLOBE NEWSWIRE) -- Professional Diversity Network, Inc. (Nasdaq:IPDN), a developer and operator of online networks that provide diverse professionals in the United States access to employment opportunities, today announces the launch of Diversity Job News (www.diversityjobnews.com), a newswire that offers up-to-date, comprehensive diversity recruitment information.

Professional Diversity Network (PDN) created Diversity Job News to provide the nation's active and passive job seekers with a complete online resource for job opportunities with companies that are committed to investing in a diverse workforce.

"DiversityJobNews.com provides diverse job seekers with a single destination that provides vital information on the companies, their locations and pertinent industry information that makes their job search easier," stated Mike Hernandez, Chief Marketing and Communications Officer at Professional Diversity Network. "The site's functionality offers more than typical job search tools, which improves the job seekers' ability to assess potential employment opportunities before applying."

Diversity Job News differs from other recruitment websites. In addition to searching for jobs by geographical location, company and job category, job seekers also gain access to a rich database of information that makes their job search more effective. Each job posting includes insight into comparable salary ranges, industry sector trends and PDN's proprietary diversity employment indices.

About Professional Diversity Network, Inc.

The Professional Diversity Network platform provides employers that value diversity with access to diverse talent to meet their hiring needs. Professional Diversity Network owns and operates professional networking communities including: iHispano.com for Hispanic professionals, AMightyRiver.com for African-American professionals, WomensCareerChannel.com for professional women, Military2Career.com for Veterans, ProAble.net for professionals with disabilities, OutProNet.com for professionals in the LGBT community, and AsianCareerNetwork.com for Asian-American professionals. For more information, visit www.prodivnet.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 affiliations and alliances, 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.

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