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Professional Diversity Network to Release Diversity Jobs Report on February 6, 2014

Professional Diversity Network's First Diversity Jobs Index Analyzes U.S. Employment Trends for Multi-cultural Professionals

CHICAGO, Feb. 4, 2014 /PRNewswire/ --**Professional Diversity Network, Inc.** (Nasdaq:IPDN) will release its **Diversity Jobs Report** on February 6, 2014 at 8:00 a.m. ET, one day preceding the U.S. Department of Labor's Bureau of Labor Statistics Employment Situation report, which includes national employment numbers for the month prior. The Diversity Jobs Report will contain statistical data specific to the nation's employment situation by gender and race as well as information relevant to the employment landscape for women, veterans and disabled persons.

In addition to providing an analysis of national diversity employment trends, the Diversity Jobs Report will include detailed reporting on the employment condition of the previous month broken down by:

- Worker Groups – Segments include:
  - Veterans
  - Disabled Persons
  - Women
  - Hispanics
  - African Americans
  - Asians
  - LGBT
- Geography – Nine regions
- Industry – 14 segments as classified by the North American Industry Classification System (NAICS)
- Education – Those with a college degree and those without a college degree

As part of the **Diversity Jobs Report**, Professional Diversity Network will also release its first **Diversity Jobs Index** (DJI), which provides an indicator of the employment condition for diverse Americans including Hispanic, African American and Asian American professionals. The DJI is calculated using numerous data points from Fortune 1,000 companies currently utilizing Professional Diversity Network's web-based diversity recruitment platforms. Based on this proprietary client data, the DJI will assess U.S. employer demand for diverse talent on a monthly basis and compare how it relates to the nation's overall employment situation.

"The Diversity Jobs Report will complement the information provided in the Department of Labor's Employment Situation report and will provide important economic data points for companies interested in diversity recruitment," said Kevin M. Williams, chief marketing officer

of Professional Diversity Network. "Our analysts are taking a deep dive into data relative to diversity employment from numerous government and public resources and combining it with proprietary information from clients who utilize our diversity recruitment platform."

"Professional Diversity Network is dedicated to improving the employment condition of all Americans and providing economic opportunity that helps decrease the nation's wealth gap," Williams added. "We are investing in the creation of the DJI to better inform and educate employers. By providing a national snapshot against which to analyze their internal diversity workforce levels, the DJI can help companies effectively achieve their diversity recruitment goals."

According to the U.S. Bureau of Labor Statistics, the number of job openings increased 5.6 percent in 2013, but total hiring is only 1.7 percent higher. Some employers attribute the gap to challenges in identifying enough qualified workers, particularly minorities, in industries such as information technology, finance, healthcare and engineering. By undertaking an intensive analysis of the employment conditions of the worker segments identified, Professional Diversity Network will add increased focus on the opportunity to employ more multicultural Americans, in all occupations including STEM categories.

About The Diversity Jobs Report & the DJI
The Professional Diversity Network Jobs Report and DJI are provided in partnership with Job Search Intelligence (JSI), a leading labor market analytics company. JSI's programs have been architected on occupation, industry and regional classification standards used throughout major U.S. government agencies, and endorsed by over 400 major trade associations. JSI's data is principally derived from the U.S. Department of Labor, U.S. Bureau of Labor Statistics, U.S. Census Bureau, U.S. Equal Employment Opportunity Commission, National Center for Education Statistics, U.S. Bureau of Economic Analysis, U.S. Federal Reserve, and proprietary resources. *All data and methodologies are protected by copyright, patents and pending patents. All rights reserved.*

About Professional Diversity Network, Inc.
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: iHispano.com for Hispanic Professionals, AMightyRiver.com for African American professionals, WomensCareerChannel.com for female professionals, Military2Career.com for veterans, ProAble.net for professionals with disabilities, OutProNet.com for professionals in the gay community, and AsianCareerNetwork.com for Asian professionals. For more information, visit professionaldiversitynetwork.com.

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