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Professional Diversity Network's Jobs Report Sheds Light On Employment Trends For Minority Groups

New Diversity Jobs Index compares demand for diverse talent in January 2014 to December 2013

CHICAGO, Feb. 6, 2014 /PRNewswire/ -- Today **Professional Diversity Network, Inc.** (Nasdaq:IPDN) released its first **Diversity Jobs Report**, which provides statistical data specific to the nation's employment situation for various workforce segments by a range of criteria such as education, industry sector and geography. The report also includes a new **Diversity Jobs Index** (DJI) that sheds light on the monthly employment condition for women, veterans, disabled persons, Hispanics, African Americans, Asian Americans and members of the LGBT community.

The inaugural DJI revealed:

- Though modest, overall **demand for diverse talent increased** from December 2013 to January 2014;
- Increases are attributed to job **growth in Financial Activities, Information and Construction** categories
- **Weaknesses in Public Administration and Wholesale and Retail Trade** were a drag on the demand for diverse candidates

Other report highlights include:

- For every percentage increase in the rate of racial or gender diversity (up to the rate represented in the relevant population), **employers increased sales revenue by approximately 9 and 3 percent**, respectively

To download the full Diversity Jobs report, visit http://sales.prodivnet.com/PDN-Diversity-Job-Report-2014-02-06.pdf

The future release of Diversity Job reports and the DJI will coincide with the U.S. Department of Labor's Bureau of Labor Statistics monthly Employment Situation report.

About Professional Diversity Network, Inc.
Professional Diversity Network (PDN) develops and operates online networks dedicated to serving diverse professionals in the U.S. and providing them with access to employment opportunities. PDN offers employers who value diversity an online platform in which to identify and acquire diverse talent for their hiring needs. Headquartered in Chicago, the

company owns and operates professional networking communities including: iHispano.com for Hispanic professionals, AMightyRiver.com for African American professionals, WomensCareerChannel.com for women, 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 info, visit prodivnet.com.

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