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Professional Diversity Network Powers Urban League Jobs Network

New online career center connects African Americans to employers

CHICAGO, April 3, 2014 /PRNewswire/ -- TodayProfessional Diversity Network, Inc. (Nasdaq:IPDN) announces it is the exclusive recruitment partner for the National Urban League and will power the organization's new online career center. The partnership builds on the National Urban League's 104-year history of advocating for equitable employment and supports its national efforts to put more Americans back to work. By connecting qualified African Americans to employers, the site also meets a critical need among companies seeking to hire top diversity talent.

The user-friendly National Urban League Jobs Network now gives visitors a richer job search experience. Enhanced site features include:

- **Real-time job alerts** – Proprietary technology matches member profiles to job openings from top employers and sends email alerts
- **Social Media Sharing** – Users can seamlessly integrate LinkedIn contacts and connect to others on popular social media networks including Facebook™
- **Mobile & Tablet Friendly** - Optimized for both mobile and tablet use, offering full functionality regardless of device

"Ensuring the long-term success of African American communities requires embracing best-in-class technology that connects them to employers who understand the value and innovation a diverse workforce brings to business," said Marc H. Morial, president and CEO, National Urban League. "We are proud that our partnership with Professional Diversity Network will help us continue to work towards meeting this critical goal."

The Professional Diversity Network will aggressively market the new site to the National Urban League's 50,000 members with the goal of reaching all 95 affiliate chapters in 36 states and the District of Columbia.

"As technology continues to impact how employers identify and recruit top talent, Professional Diversity Network is uniquely qualified to deliver a robust online career center," said Kevin Williams, chief marketing officer, Professional Diversity Network. "Now, the National Urban League can offer users the tools and resources needed to bolster their job search, while employers gain access to a pool of diverse candidates."

About The National Urban League

The National Urban League (www.nul.org) is an historic civil rights and urban advocacy organization dedicated to economic empowerment in historically underserved urban

communities. Founded in 1910 and headquartered in New York City, the National Urban League has improved the lives of tens of millions of people nationwide through direct service programs that are implemented locally by its 95 Urban League affiliates in 36 states and the District of Columbia. The organization also conducts public policy research and advocacy activities from its D.C.-based Washington bureau. The National Urban League, a BBB-accredited organization, has a 4-star rating from Charity Navigator, placing it in the top 10 percent of all U.S. charities for adhering to good governance, fiscal responsibility and other best practices.

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, BlackCareerNetwork.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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