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Professional Diversity Network, Inc. Announces Partnership With Cross-Post, LLC

CHICAGO, June 22, 2015 (GLOBE NEWSWIRE) --Professional Diversity Network, Inc. ("PDN") (Nasdaq:IPDN), a developer and operator of online networks and technologies that provide access to employment opportunities for diverse professionals in the United States, announced today that it has agreed to enter into a working partnership with Cross-Post, LLC, which uses innovation to bring publishers and advertisers together to capture profits by appealing to diverse audiences.

PDN and Cross-Post have agreed to white label PDN's Hire AdvantEdge product, making it available to Cross-Post's network of publishers who will use it to help their advertising clients find qualified jobseekers at higher levels of both quantity and quality.

"We believe that Hire AdvantEdge is a disruptive product, as it allows us to deliver qualified candidates to employers at unprecedented levels of efficiency," said Jim Kirsch, PDN CEO. Mr. Kirsch continued, "As we recently released, we are seeing rapid user adoption of our technology, reaching over 376,000 users in the month of May. With our technology, we need two inputs: jobseekers on the supply side and employers on the demand side. Cross-Post satisfies both sides of the equation, while bringing this new technology to its clients, who we expect will use Hire AdvantEdge to find new areas and levels of profits. This is a classic win-win and we are very excited about the future."

John Fujii, Cross-Post President, added, "We have built our brand by providing publishers with revenue generating tools that are no cost, easy to implement and highly profitable. This partnership with PDN allows us to help our publishing clients, including The Washington Post, The Oklahoman, The Milwaukee Journal Sentinel and others, deliver qualified candidates to their advertisers at a greater velocity and with lower costs than ever before. We could not be more excited to roll this out and help PDN disrupt the recruiting industry."

About Cross-Post, LLC

Cross-Post LLC is the industry leader in providing digital employment solutions to the publishing industry. The company's many niche recruitment networks allow employers to leverage their hiring dollars by utilizing their local newspaper as a single source of top talent. More than 200 newspapers nationwide offer Cross-Post products.

About Professional Diversity Network, Inc.

Professional Diversity Network, Inc. (PDN) is an Internet software and services company

that develops and operates online professional networking communities dedicated to serving diverse professionals in the United States and employers seeking to hire diverse talent. Our subsidiary, National Association of Professional Women (NAPW), is one of the largest, most recognized networking organizations of professional women in the country, spanning more than 200 industries and professions. Through an online platform and our relationship recruitment affinity groups, we provide our employer clients a means to identify and acquire diverse talent and assist them with their efforts to comply with the Equal Employment Opportunity Office of Federal Contract Compliance Program. Our mission is to utilize the collective strength of our affiliate companies, members, partners and unique proprietary platform to be the standard in business diversity recruiting, networking and professional development for women, minorities, veterans, LGBT and disabled persons globally.

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