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Professional Diversity Network Announces Partnership with Bright Mountain Media Inc.

CHICAGO, June 06, 2016 (GLOBE NEWSWIRE) -- Professional Diversity Network, Inc. ("PDN") (Nasdaq:IPDN), a developer and operator of online networks that provide access to employment opportunities for diverse professionals in the United States, today announced that it has signed an agreement with the Bright Mountain Media Inc. (OTCQB: BMTM), owner and operator of USMCLife.com, the nation's leading online content community for active and retired members of the United States Marine Corps and their families. Pursuant to the agreement, Professional Diversity Network will develop and support a custom branded job board and profile technology tools that will operate on the USMCLife.com website.

Bright Mountain Media is the premier online publisher serving our nation's heroes including active military, veterans, and their families. Bright Mountain Media also owns and operates websites for law enforcement and first responders, and is dedicated to providing "those that keep us safe" places to go online where they can do everything from stay current on news and events that affect them to look for jobs, share information, communicate with the public and more.

"One of the most valued and desired segments of our Professional Affinity Network are active United States Marine Corps, Marine Corps veterans and their families. That is why we and our business partners are excited to welcome USMCLife.com into our Professional Diversity Careers Network. The addition of Professional Diversity Network's job board to USMCLife.com will provide immediate and significant career opportunities and help strengthen ties to its loyal and active audience of hundreds of thousands of users," stated Santos Gonzalez, Marketing Director of Brand Properties for Professional Diversity Network. "We are excited to be able to provide these critical career tools to Bright Mountain Media and USMCLife.com. This new partnership will be an important aspect of our continued expansion and strengthen our position as a career opportunity powerhouse for employers who value diversity, and for diverse talent who desire to work for employers that foster a diverse workforce," stated Gonzalez.

"USMC Life was created to help our heroes and families stay informed, communicate, ease the transition process, find networks to plug into, and promote solidarity within the community. So helping our Marines and Marine Corp veterans find meaningful employment was a clear and natural fit for USMC Life. On behalf of Bright Mountain Media, we couldn't be more pleased to partner with Professional Diversity Network and offer their robust career networking and job board to our thousands of active and retired Marine Corps visitors, and their families, whom we consider our family," commented Todd Speyer, Vice President, Digital at Bright Mountain Media, Inc., publicly traded under ticker symbol 'BMTM'.

In addition to connecting talented candidates with employers that are actively seeking to hire diverse professionals, Professional Diversity Network develops custom diversity-focused job boards, as well as networking and profile technology tools that help corporations and government entities establish best practices for compliance with workforce diversity regulations and initiatives.

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: www.iHispano.com for Hispanic professionals, http://www.BlackCareerNetwork.com for African-American professionals, www.WomensCareerChannel.com for professional women, www.Military2Career.com for Veterans, http://www.ProAble.net for professionals with disabilities, www.OutProNet.com for professionals in the LGBT community, and www.AsianCareerNetwork.com for Asian-American professionals.

For more information, visit: www.professionaldiversitynetwork.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 filed on March 30, 2016 and any subsequent filings made by it with the SEC. 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. The Form 10-K filed on March 30, 2016, together with this press release, are available on our website, www.prodivnet.com. Please click on "Investor Relations."

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