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Professional Diversity Network Discusses Recent Developments in its Core Businesses

CHICAGO, March 21, 2017 (GLOBE NEWSWIRE) -- Professional Diversity Network, Inc. ("PDN" or "the Company") (NASDAQ:IPDN) today discussed several recent developments related to its core businesses of technology, careers and networking.

HIGHLIGHTS:

- PDN enters technology partnership with Diverst, a leader in enterprise Diversity and Inclusion technology
- PDN Careers division registers 76 employers and over 3,300 job seekers
- NAPW women's networking division hosting major PNE events with broad media support

On March 20, 2017, the Company announced a partnership with Diverst. The partnership is designed to permit the Company to market and sell the Diverst suite of Diversity & Inclusion ("D&I") technology tools. The partnership leverages PDN's marketing contacts and permits it to create and sell to its customers a white-label product that includes Diverst's ManageERG™ tool for ERG management and reporting, its Engage™ tool for uniting diversity silos to achieve a stated business objective, its Include™ tool which provides surveys, scorecards and analysis, and its Plan™ tool which streamlines D&I planning, budgeting and tasking.

Star Jones, the Company's President, noted that "PDN is a premier solution for employers who seek to recruit and hire diverse candidates. Our new partnership with Diverst makes us uniquely positioned to provide qualified diverse candidate slates and best-in-class solutions to help D&I practitioners manage and develop that talent once hired." "This partnership is one of strengths, bringing together the top diverse recruiting social network with the leader in enterprise D&I technology," confirmed Andre Laurin, CEO of Diverst.

The Company also discussed the status of its PDN Careers division career fairs and its NAPW women's networking division Power Networking Events ("PNEs").

Its Careers division hosted a series of career fairs from January to present, hosting events that drew 76 employers, including numerous global employers, and registered over 3,300 job seekers. Notably, PDN Careers division hosted its BDPA Connect virtual job fair – its first virtual fair directed at STEM professionals – and drew 1,066 registered job seekers.

"We are pleased that leading employers that we work with are investing in our

comprehensive and coordinated diversity recruitment outreach efforts, including In Person and Web Based Virtual Career Fairs, Enterprise Diversity Recruitment Campaigns and our PDN Quick, Cost per Applicant services. Our US based operations remain keenly focused on providing access to the American Dream to our diverse audience including Veterans, Individuals with Disabilities, Women and People of Color," said Jim Kirsch, the Company's Executive Co-Chairman.

On the NAPW women's networking side, the Company began its Spring series with a March 2, 2017 event in Philadelphia and with PNE's scheduled in March and April for South Florida (March 21), Washington, DC (April 2), and San Francisco (April 15). All of the NAPW division PNE's are supported by network affiliate broadcast television, radio and digital media outlets.

Ms. Jones explained that "the theme of our NAPW Power Networking Events is all about confidence building. Our PNEs are intentionally designed to help women live and work their passions and motivate them to move forward toward success. These events are for current and aspiring business professionals. Our keynote speakers include founders and CEOs of fast-growing companies as well as icons in the business community. Activities during our events include motivational continuing education breakout sessions, open networking and creating and refining the perfect elevator pitch."

About Diverst (www.diverst.com)

Diverst is the leader in Enterprise Diversity and Inclusion (D&I) technology. Diverst's platform helps organizations increase traction, drive innovation and generate measurable ROI from their diversity initiatives. Our SaaS provides solutions to organizations that have hired diverse talent and are now looking to move to the next steps – inclusion, culture building and business impact. The Diverst suite of products helps foster authenticity and drive engagement; enabling organizations to manage, grow and track the progress of their D&I program – to fully deliver on the promise of diversity and inclusion to the organization and its users alike. Diverst is trusted by F500 organizations as well as some of the world's top tech companies to empower their talent and connect D&I with ROI.

About Professional Diversity Network (www.prodivnet.com)

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 a networking organization of professional women 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.

Notice Regarding Forward-Looking Statements

This press release contains certain forward-looking statements, including statements related to our business and strategies. Any such statements may be influenced by a variety of factors, some of which are beyond PDN's control, that could cause actual outcomes and

results to be materially different from those projected, described, stated or implied in such forward-looking statements due to a number of risks and uncertainties. Factors that could contribute to such differences include, but are not limited to, potential insufficiency of the proceeds from the share issuances to implement our productivity improvement initiatives, our potential failure to realize synergies and other benefits from the transaction with Cosmic Forward Limited and the risk factors disclosed in our Annual Report on Form 10-K filed on March 30, 2016, as amended and any subsequent filings made by us with the SEC. We assume no obligation to update the information included in this press release, whether as a result of new information, future events or otherwise. The Form 10-K filed on March 30, 2016, as amended, together with this press release, are available on our website, www.prodivnet.com. Please click on “Investor Relations.”

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Professional Diversity Network

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