July 11, 2017

Professional Diversity Network, Inc. Announces First Networking Membership Sales in China

CHICAGO, July 11, 2017 (GLOBE NEWSWIRE) -- Professional Diversity Network, Inc. (NASDAQ:IPDN) ("PDN" or the "Company"), a global developer and operator of online and in-person networks that provides access to networking, training, educational and employment opportunities for diverse individuals, announced its first networking membership sales in China.

The Company has previously announced its successful entry in the Chinese market with respect to its international education services division – through its new subsidiary AETSI, Inc. – as well as its international professional training division – through its Shared Economy Events. As preliminarily reported in the Company's most recent 10-Q, it has already derived revenue from its entry in the Chinese market.

Today, the Company is pleased to announce that it has made its first sales in its international women's networking division, International Association of Women ("IAW"). Since its November 2016 investment from Cosmic Forward Limited, the Company has coupled its U.S. experience, including its success with the National Association of Professional Women ("NAPW"), with its new connections and opportunities in China. Its initial IAW sales in China further exemplify the Company's commitment to its strategic plan to deliver international education, training and networking to meet the growing Chinese demand for those services.

Jim Kirsch, PDN's Executive Co-Chairman, said, "We committed to focus significant resources on three growth areas in China – international education services, international professional training and development, and international women's networking. This approach includes men, women and children so that we serve the whole family. Our team takes great pleasure in today's announcement, because it reflects our commitment to keeping our promises to our shareholders and developing new revenue streams in the world's fastest-growing market."

About Professional Diversity Network (PDN)

Professional Diversity Network, Inc. (PDN) is a global developer and operator of online and in-person networks that provides access to networking, training, educational and employment opportunities for diverse professionals. We operate subsidiaries in the United States and China including National Association of Professional Women (NAPW), which is one of the largest, most recognized networking organizations of professional women in the country, spanning more than 200 industries and professions, and Noble Voice, a career placement and career counseling call center. 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.

Forward-Looking Statements

This press release contains certain forward-looking statements based on our current expectations, forecasts and assumptions that involve risks and uncertainties. This release does not constitute an offer to sell or a solicitation of offers to buy any securities of any entity. Forward-looking statements in this release are based on information available to us as of the date hereof. Our actual results may differ materially from those stated or implied in such forward-looking statements, due to risks and uncertainties associated with our business, which include the risk factors disclosed in our most recently filed Annual Report on Form 10-K and in our subsequent filings with the Securities and Exchange Commission. Forward-looking statements include statements regarding our expectations, beliefs, intentions or strategies regarding the future and can be identified by forward-looking words such as "anticipate," "believe," "could," "estimate," "expect," "intend," "may," "plan," "should," and "would" or similar words. We assume no obligation to update the information included in this press release, whether as a result of new information, future events or otherwise. Our most recently filed Annual Report on Form 10-K, together with this press release and the financial information contained herein, are available on our website, www.prodivnet.com. *Please click on "Investor Relations."*

CONTACT: Professional Diversity Network, Inc.

Chris Wesser - EVP and Secretary
cwesser@prodivnet.com
516-659-8560

Jim Kirsch - Executive Co-Chairman
jkirsch@prodivnet.com
312-614-9021

Professional Diversity Network

Source: Professional Diversity Network, Inc.