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## **Professional Diversity Network, Inc. to Hold Exclusive Forum in Beijing on December 2, 2017**

### **Vice Chairman of Nasdaq Bruce Aust to Headline Event**

CHICAGO, Sept. 12, 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 provide access to networking, training, educational and employment opportunities for diverse individuals, today announced that on December 2, 2017, the Company will hold an exclusive forum focused on entrepreneurialism in Beijing, China.

The event will be headlined by Bruce Aust, Vice Chairman of Nasdaq and hosted by PDN President Star Jones. It is expected to draw between 5,000-10,000 paid participants, setting the stage for the Company's 2018 growth plans.

In his role, Mr. Aust works closely with Nasdaq's Global Listing Services unit to assist clients and prospects worldwide. Mr. Aust also serves as President of the Nasdaq Entrepreneurial Center (the "Center"), located in San Francisco, and played an integral role in the creation and launch of the Center, which was established in 2014. The Center serves the greater Bay Area community through differentiated events, meaningful entrepreneurial education, and a strong commitment to mentorship.

Previously, Mr. Aust served as Executive Vice President, Global Listing Services, a role in which he oversaw Nasdaq's new listings and capital market business as well as global business development and relationship management with the companies listed on Nasdaq's 16 listing markets worldwide.

During Mr. Aust's tenure, Nasdaq attracted some of the country's highest-profile IPOs, including Google, GoPro, Dunkin Donuts, Carlyle, JD.com, Markit, Splunk, Tesla, and Facebook, as well as NYSE company switches including American Airlines, Marriott, Mattel, Vodafone, DreamWorks, Texas Instruments, Viacom, Office Depot and Kraft Foods Group. Since 2005, Nasdaq has welcomed over \$1T in market cap value of companies switching from the NYSE.

"I am particularly excited that Mr. Aust will be headlining our event on entrepreneurialism. I have known him throughout his successful leadership of Nasdaq and am thrilled that he will bring his commitment to global entrepreneurship to PDN as we continue the expansion of our company," said Ms. Jones. Jones continued, "It is a natural fit in light of Nasdaq being the home of many of the world's most disruptive and innovative companies that were born out of entrepreneurial spirit."

The Company previously announced that it had held its grand opening “SMARTSHE Women’s Forum” event in Luoyang, China. The forum was hosted by the Company’s International Association of Women (“IAW”), and included participation by notable guests, such as Jingbo Song, the Company’s Executive Co-Chairman and Chairman of its wholly-owned subsidiary, PDN (China) International Culture Development Limited Company (“PDN China”); Michael Wang, the Company’s CEO; Wei Jing, the general secretary of IAW; Sun Yan, the president of China Association of Image Etiquette Culture; and the special guest Zhang Chuling, master of applied psychology at Beijing University. Participation exceeded expectations with nearly 500 persons in attendance compared to an anticipated 200.

### **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](http://www.prodivnet.com). Please click on "Investor Relations."

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