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# **Professional Diversity Network, Inc. Readies for Largest Event in Company History to be Held December 2 – 3, 2017 at the Beijing Jiuhua Resort**

**Event Host Sponsor Xinhua News Agency / China Fortune Media Group**

CHICAGO, Nov. 14, 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 updated recent progress in preparation for the Company’s largest event to date, its first annual International Capital Leadership Summit, an exclusive forum focused on entrepreneurialism.

The event, produced as a series of summit events, will be held on December 2-3, 2017 in Beijing, China at the Jiuhua Resort. The event company behind the event is Shanghai Yuanfu Cultural Company, known for previously having worked on the Olympics. The host sponsor is Xinhua News Agency / China Fortune Media Group and the event is organized by PDN (China) International Culture Development Co. Ltd.

As part of PDN’s relationship with China Fortune Media Group, together the parties intend to establish an international elite entrepreneurial club working with national and foreign capital, investment banks, and projects and listed resources with a goal of establishing a platform with capital and financial resources both at home and abroad.

China Fortune Media Group was founded and established by the Xinhua News Agency and approved by the State Council and the Central Publicity Department. It consists of China Securities Journal, Shanghai Securities News, Economic Information Daily, Xinhua Publishing House, China Fortune Net and Huaxin Asset Management company. The group was created by Xinhua News Agency as a comprehensive, state-of-the-art technological, omni-media modern media group.

The event will be headlined by Bruce Aust, Vice Chairman of Nasdaq and hosted by PDN President Star Jones. The event is expected to be the Company’s highest attended event, potentially drawing as many as 5,000 paid participants, setting the stage for the Company’s 2018 growth plans.

The Company has been promoting the event throughout China. Early indications are that

the event is of interest to many entrepreneurs in China who respect and value the NASDAQ brand. In addition, the Company has received positive feedback about the topic of the forum, and especially about Vice Chairman of the Nasdaq, Mr. Bruce Aust's participation. Mr. Aust will participate in an exclusive one-on-one Q&A session with PDN President Star Jones. Following, they will be joined by other prominent Chinese CEOs for a roundtable discussion.

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.

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 excited and looking forward to conducting the one-on-one with Mr. Aust. 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."

### **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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