

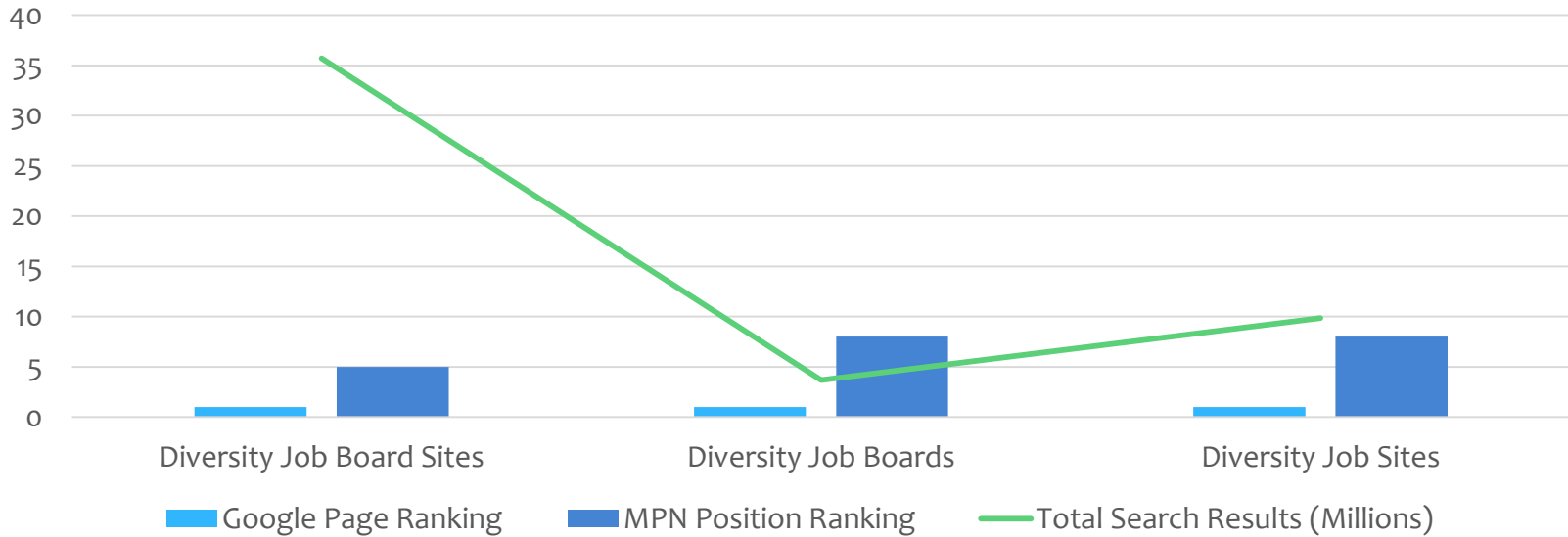


Search Engine Results Audience Demographics Scope and Traffic

Minority Professional Network (MPN)
Specializing in Proven Diversity and Multicultural
Solutions and Results since 1998

MPN Search Engine Results (Diversity)

Google Organic Search Results for “Diversity” Keywords

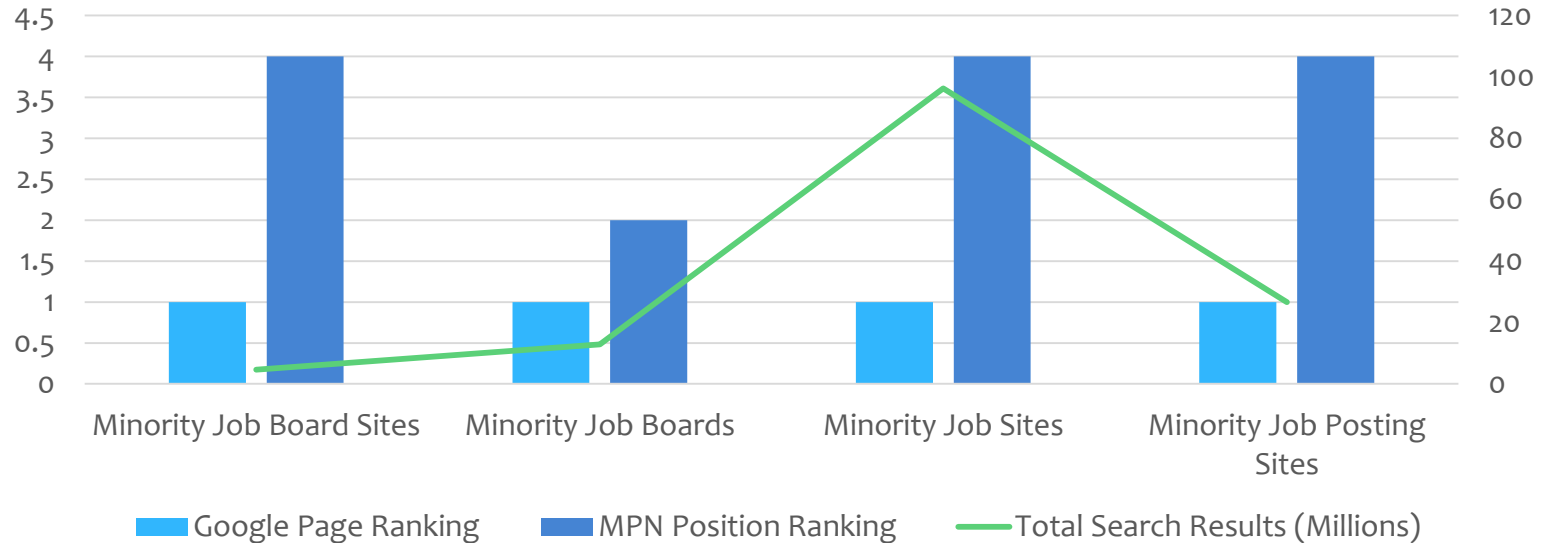


<u>Search Keywords (3/6/2015)</u>	<u>Page Ranking</u>	<u>MPN Position</u>	<u>Total Search Results (Millions)</u>
Diversity Job Board Sites	1	5	35.70
Diversity Job Boards	1	8	3.67
Diversity Job Sites	1	8	9.84



MPN Search Engine Results (Minority)

Google Organic Search Results for “Minority” Keywords

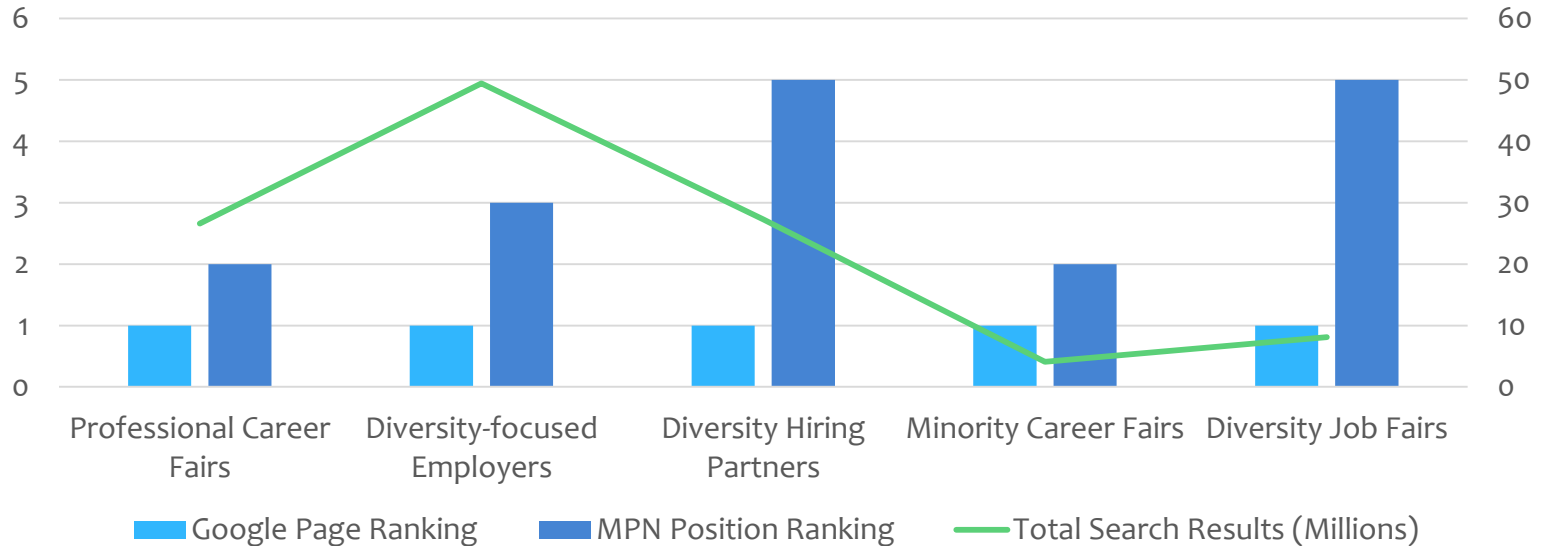


<u>Search Keywords (3/6/2015)</u>	<u>Page Ranking</u>	<u>MPN Position</u>	<u>Total Results (Millions)</u>
Minority Job Board Sites	1	4	4.66
Minority Job Boards	1	2	12.90
Minority Job Sites	1	4	96.20
Minority Job Posting Sites	1	4	26.60



MPN Search Engine Results (Employers)

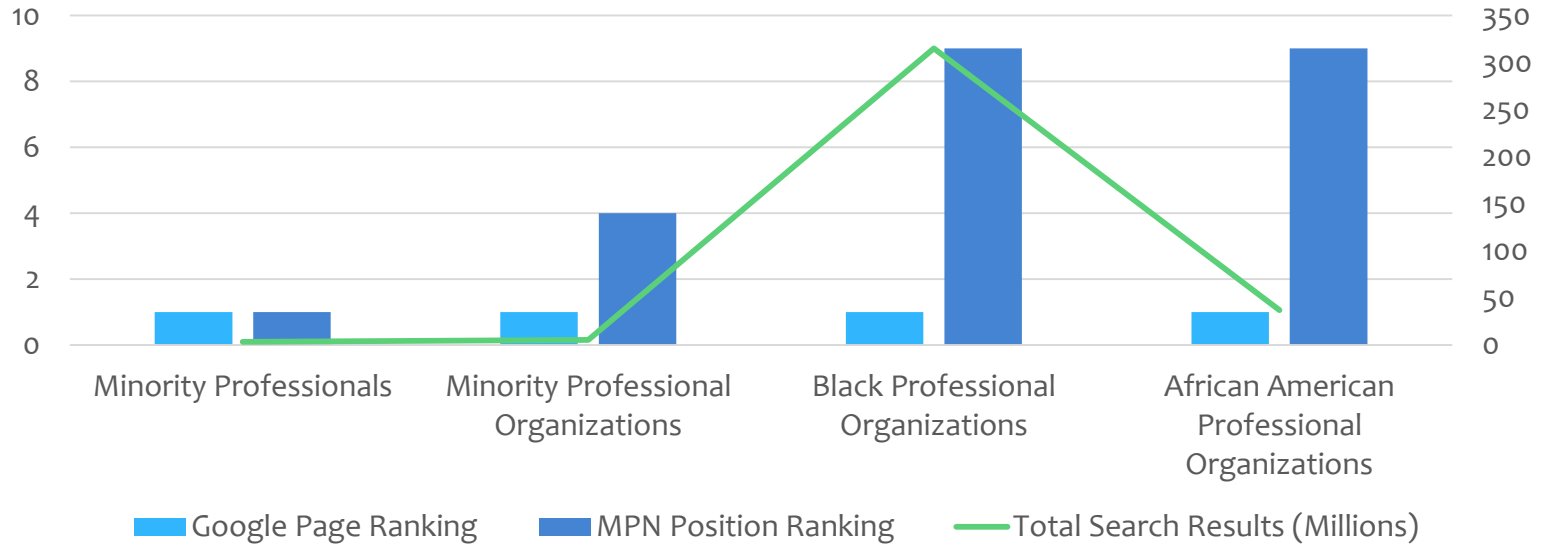
Google Organic Search Results: “Employer/Job” Keywords



<u>Search Keywords</u> (3/6/2015)	<u>Page Ranking</u>	<u>MPN Position</u>	<u>Total Results</u> (Millions)
Professional Career Fairs	1	2	26.60
Diversity-focused Employers	1	3	49.40
Diversity Hiring Partners	1	5	27.30
Minority Career Fairs	1	2	4.10
Diversity Job Fairs	1	2	8.09

MPN Search Engine Results (Prof. Org.)

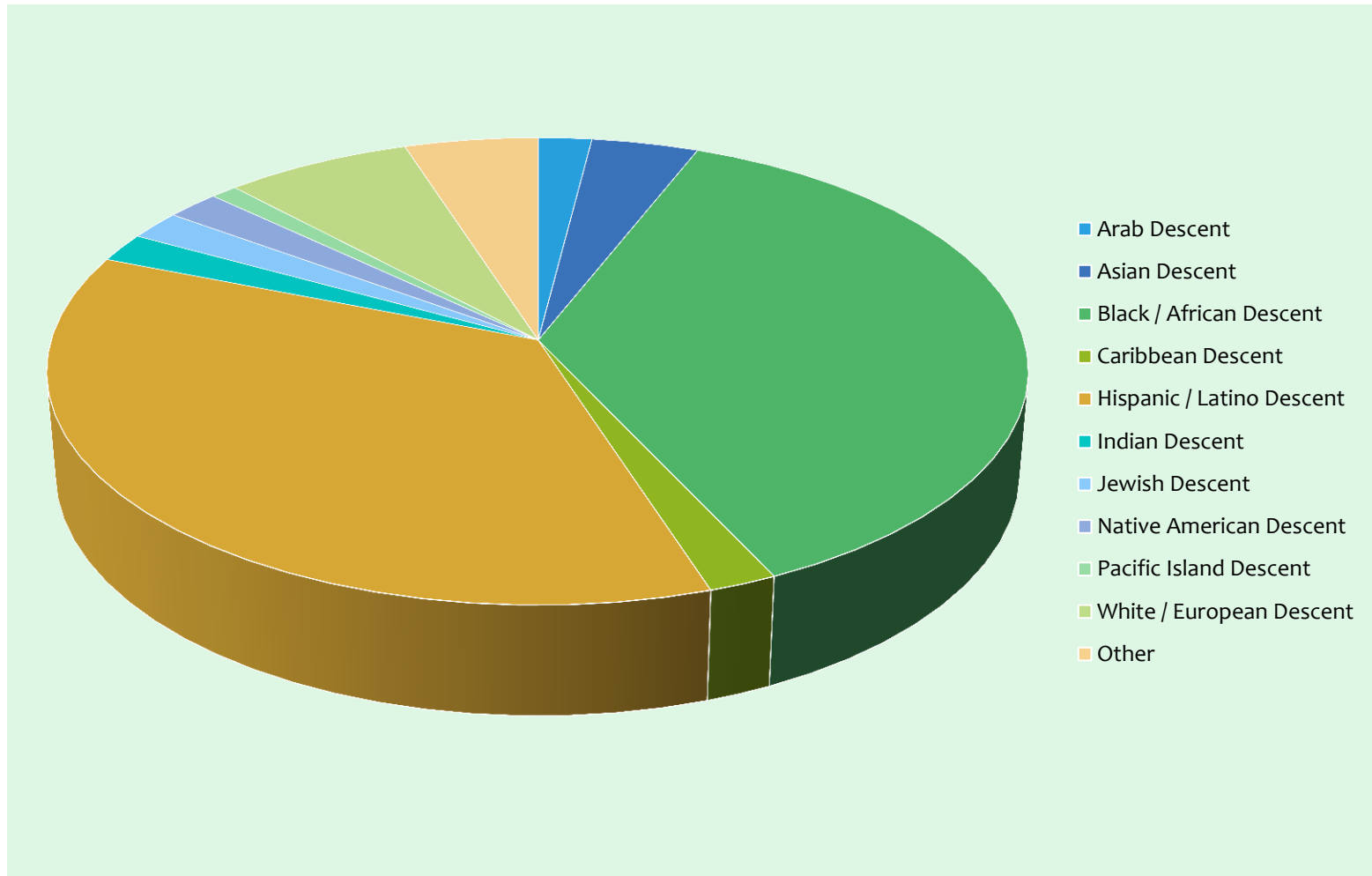
Google Organic Search Results for “Prof. Org.” Keywords



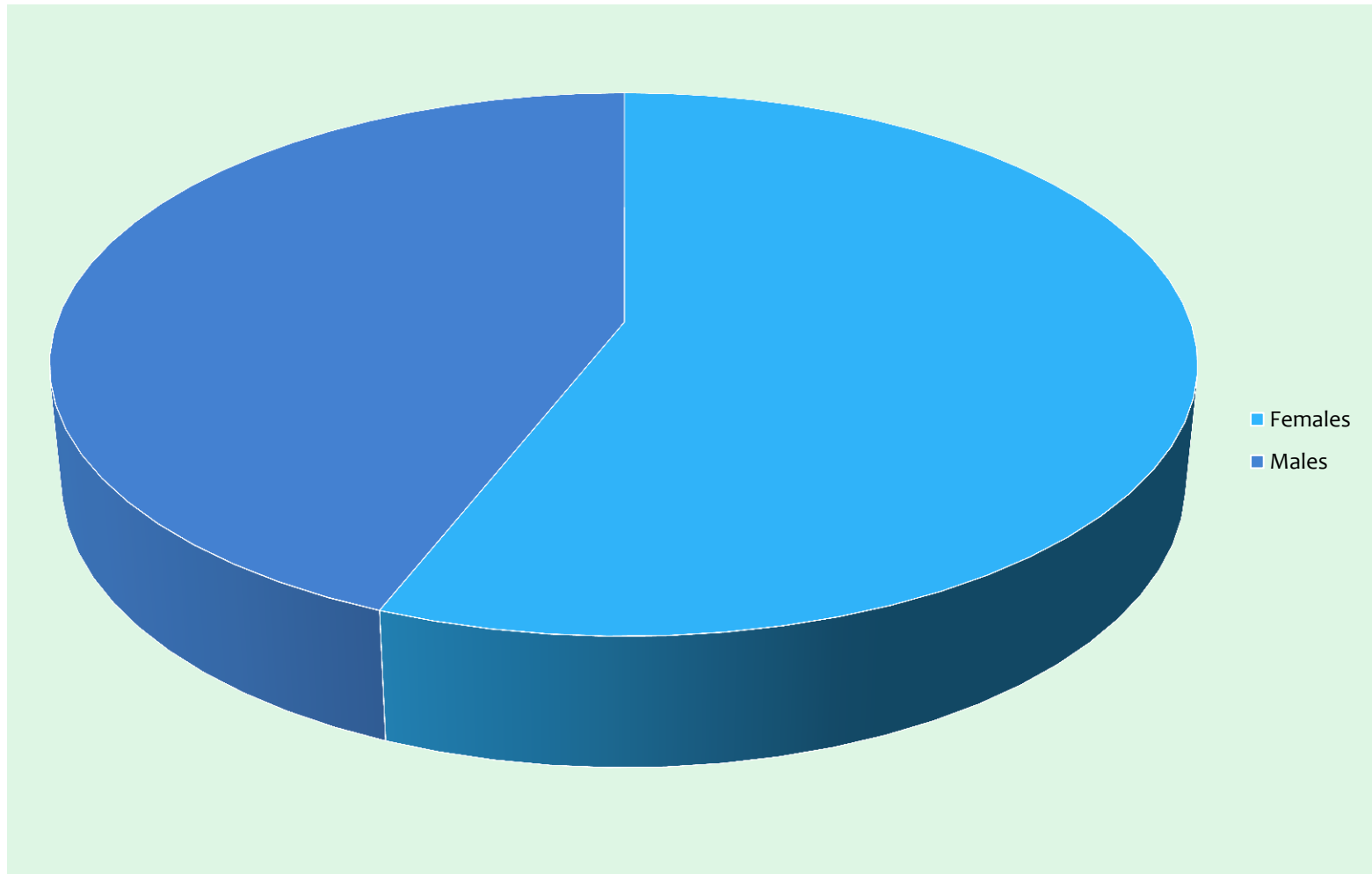
<u>Search Keywords</u> (2/9/2015)	<u>Page Ranking</u>	<u>MPN Position</u>	<u>Total Results</u> (Millions)
Minority Professionals	1	1,2	3.24
Minority Professional Organizations	1	4	5.49
Black Professional Organizations	1	6	315.00
African American Professional Organizations	1	5	36.90



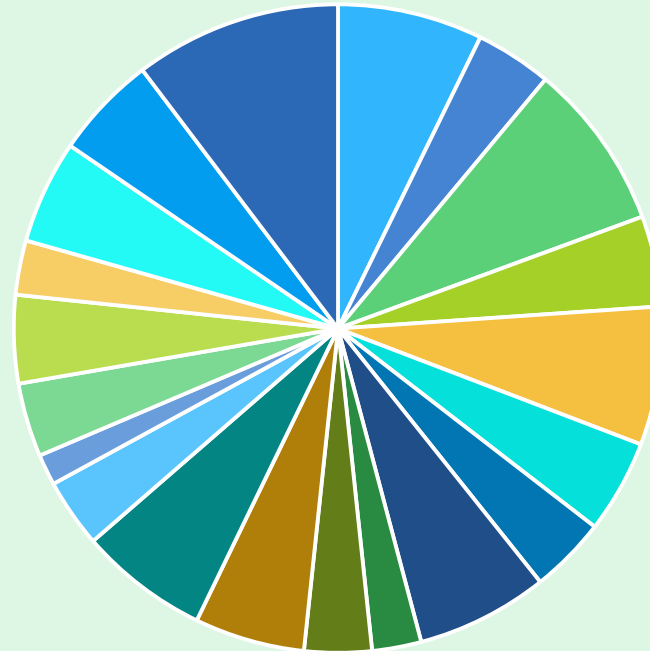
Audience by Cultural Diversity



Audience by Gender

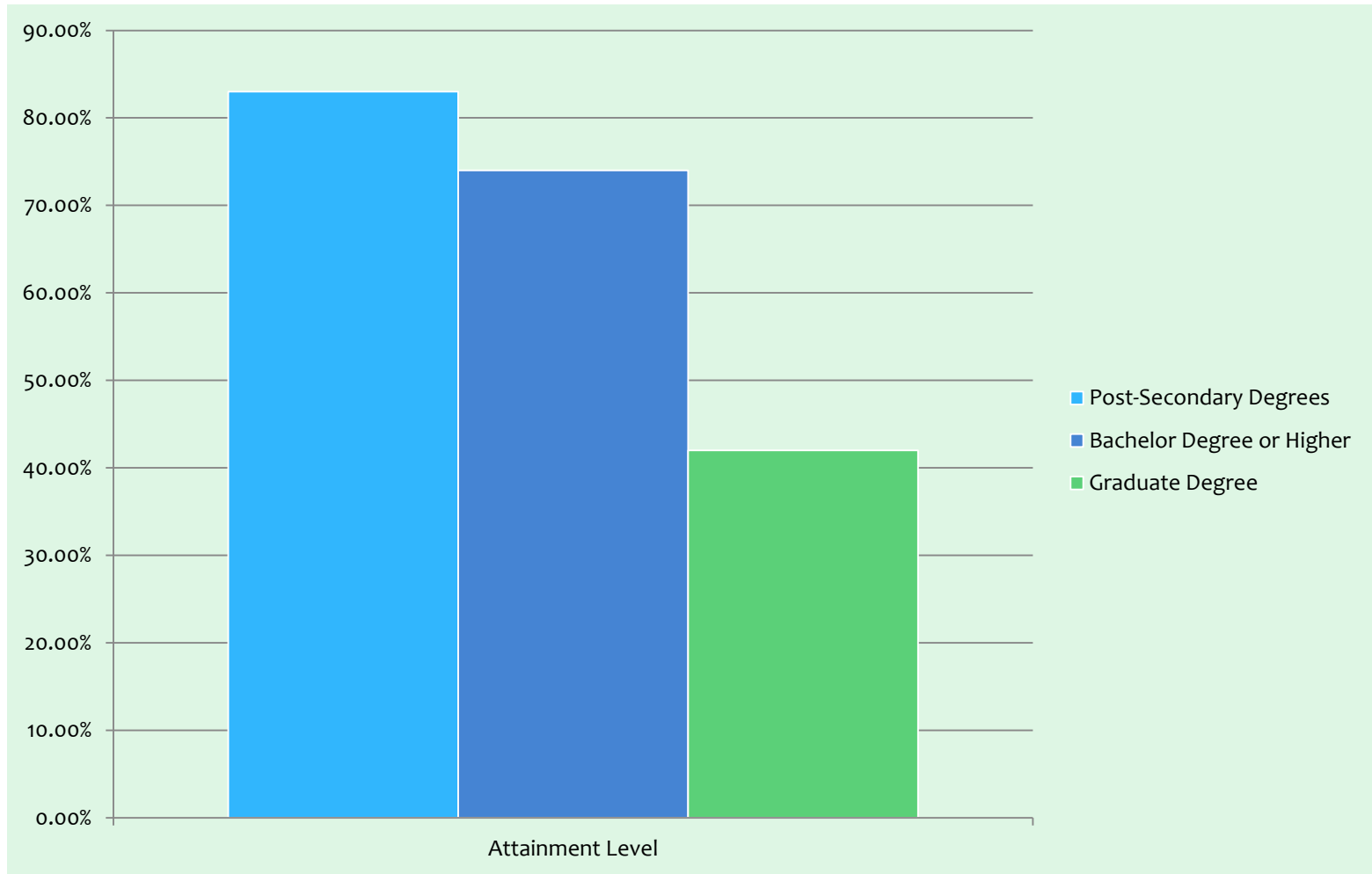


Audience by Profession/Career

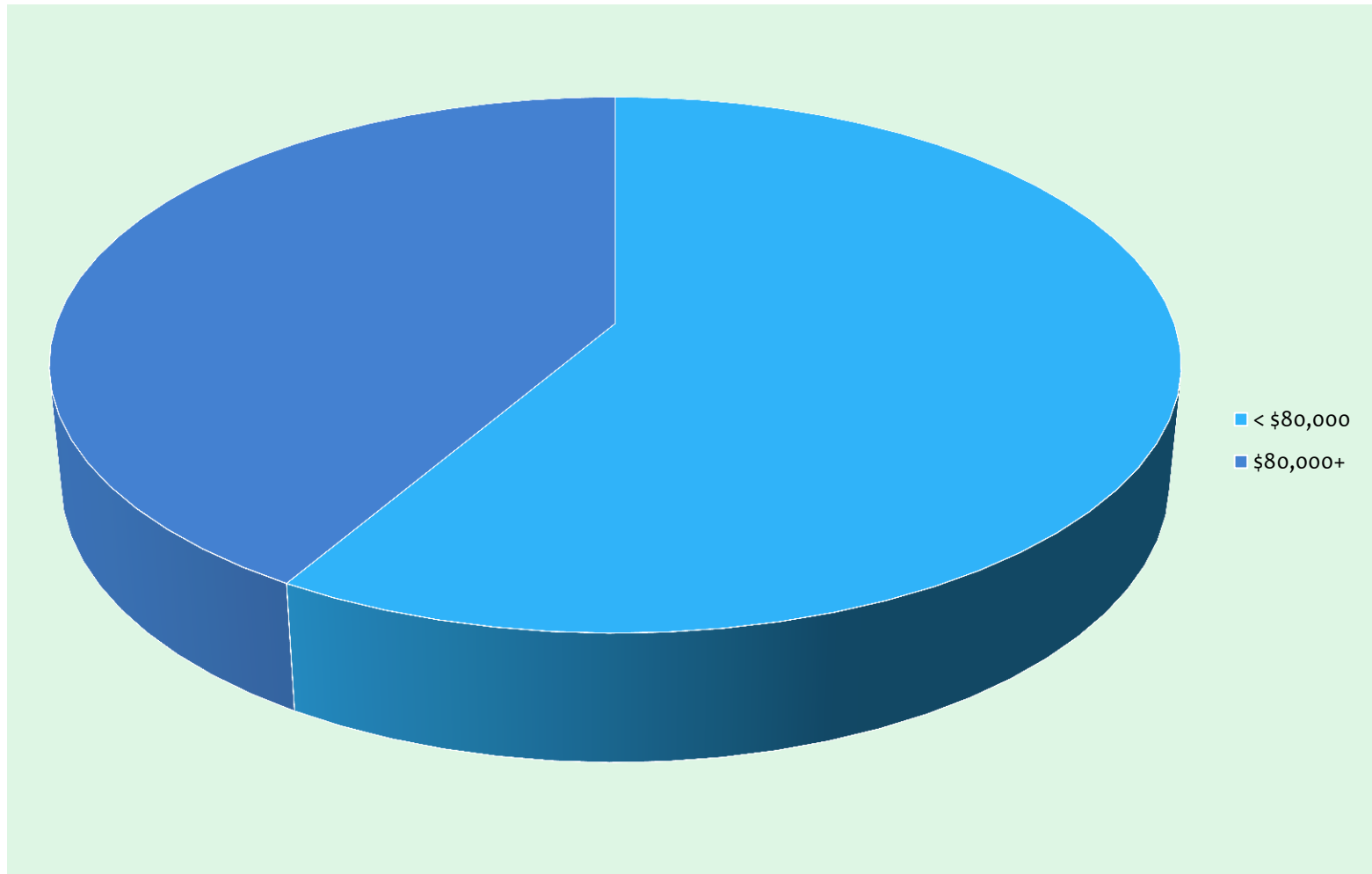


- | | | | |
|----------------------|-------------------|--------------------|----------------------|
| ■ Sales/BizDev | ■ Engineering | ■ IT | ■ College Students |
| ■ Finance/Accounting | ■ Marketing | ■ HR/Staffing | ■ Mgmt./Leadership |
| ■ Healthcare | ■ Project Mgmt. | ■ Communications | ■ Education/Training |
| ■ Legal | ■ Non-Profit | ■ Entrepreneurship | ■ Administrative |
| ■ Advertising/PR | ■ Internet/eComm. | ■ Government | ■ OTHER |

Audience by Education



Audience by Household Income



Audience by Function/Sector

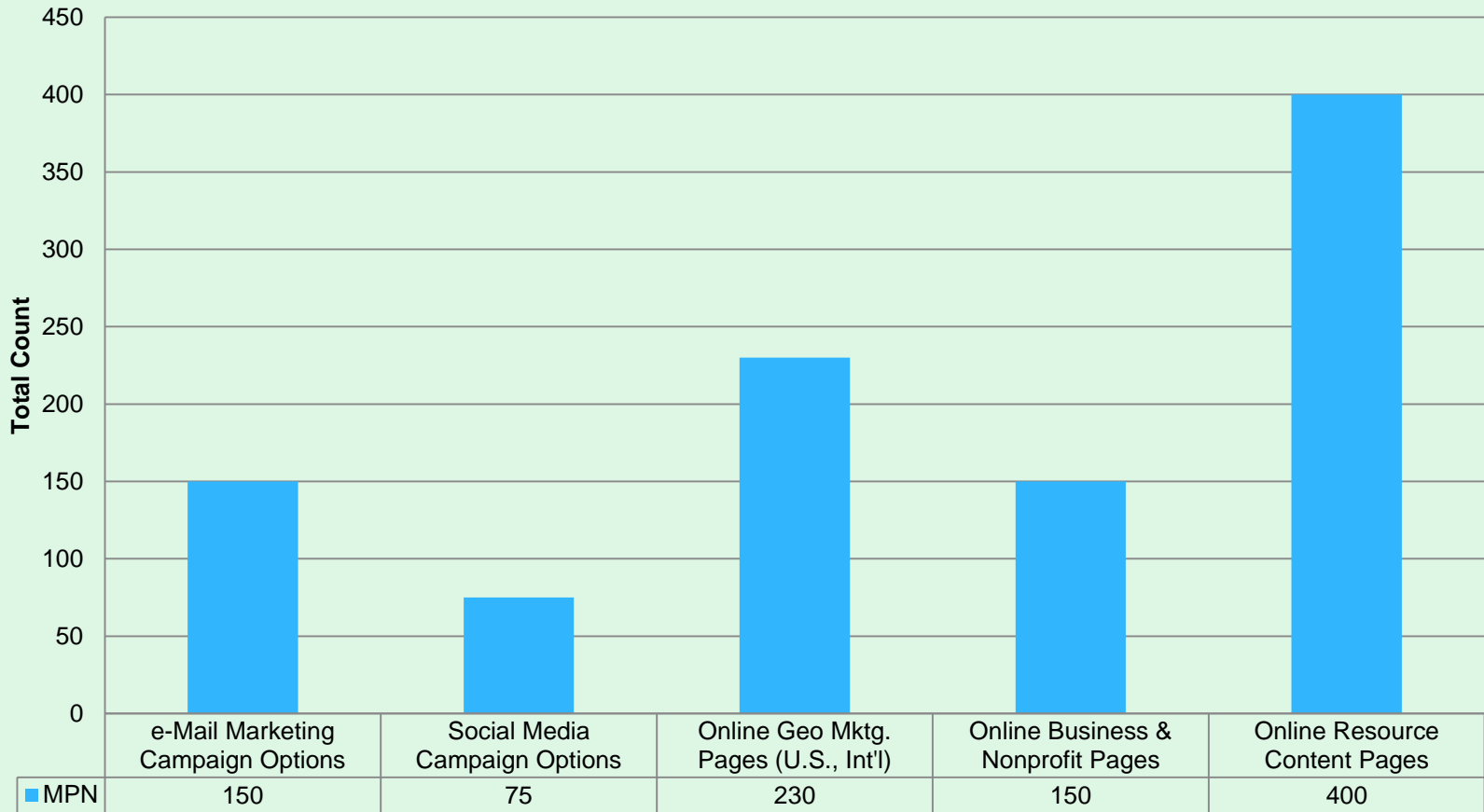


- Executives
- Corporate
- Government
- Entrepreneurs
- Non-Profit
- Elected Officials
- Law/Military
- Students
- Academia
- Legal
- Healthcare
- OTHER

MPN Global Portal Scope

Career, Economic, Lifestyle & Networking Content & Resources

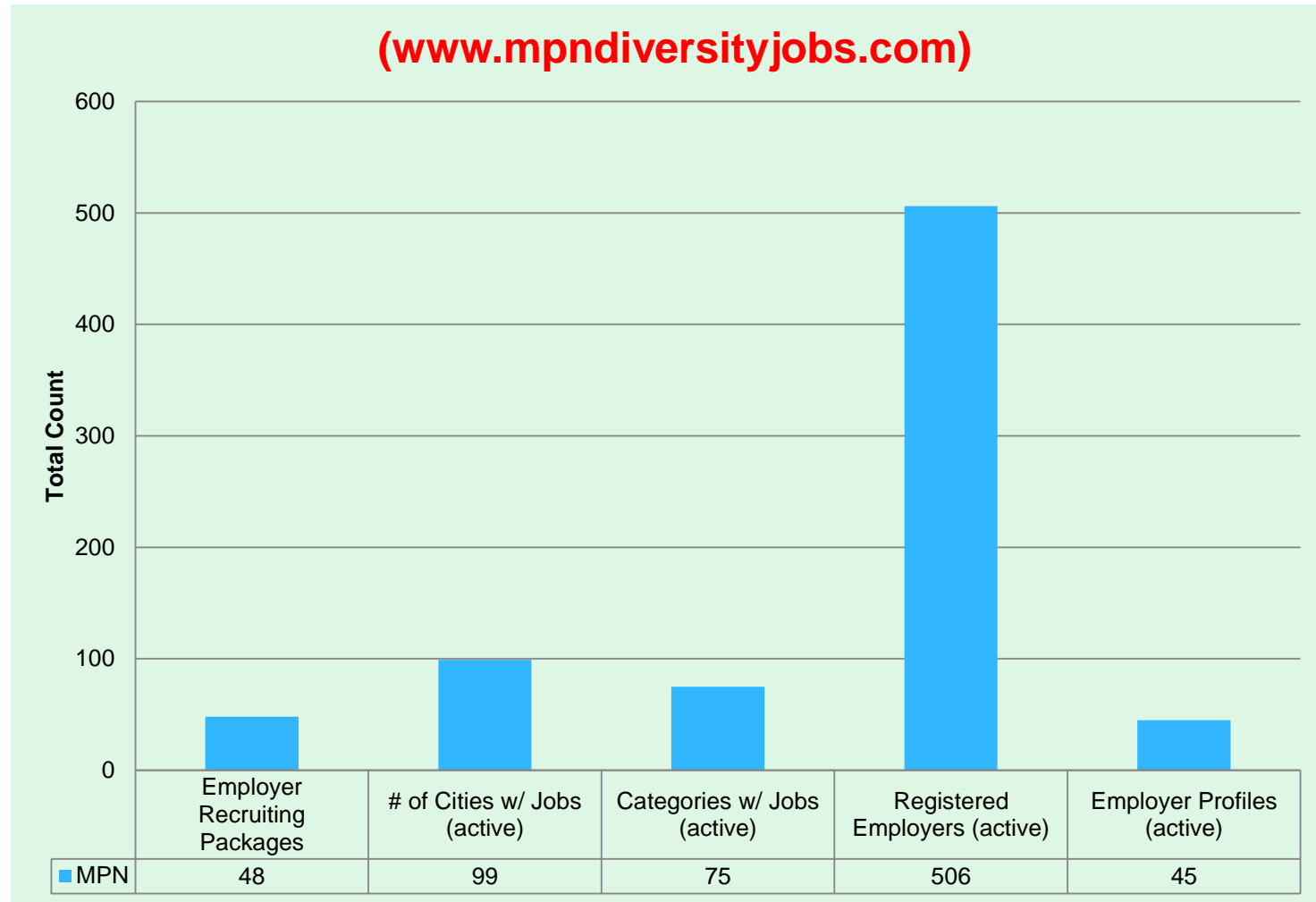
(www.mpnsite.com)



MPN Job Board Scope

Employers, Job Seekers, Job Fairs/Career Events

(www.mpndiversityjobs.com)

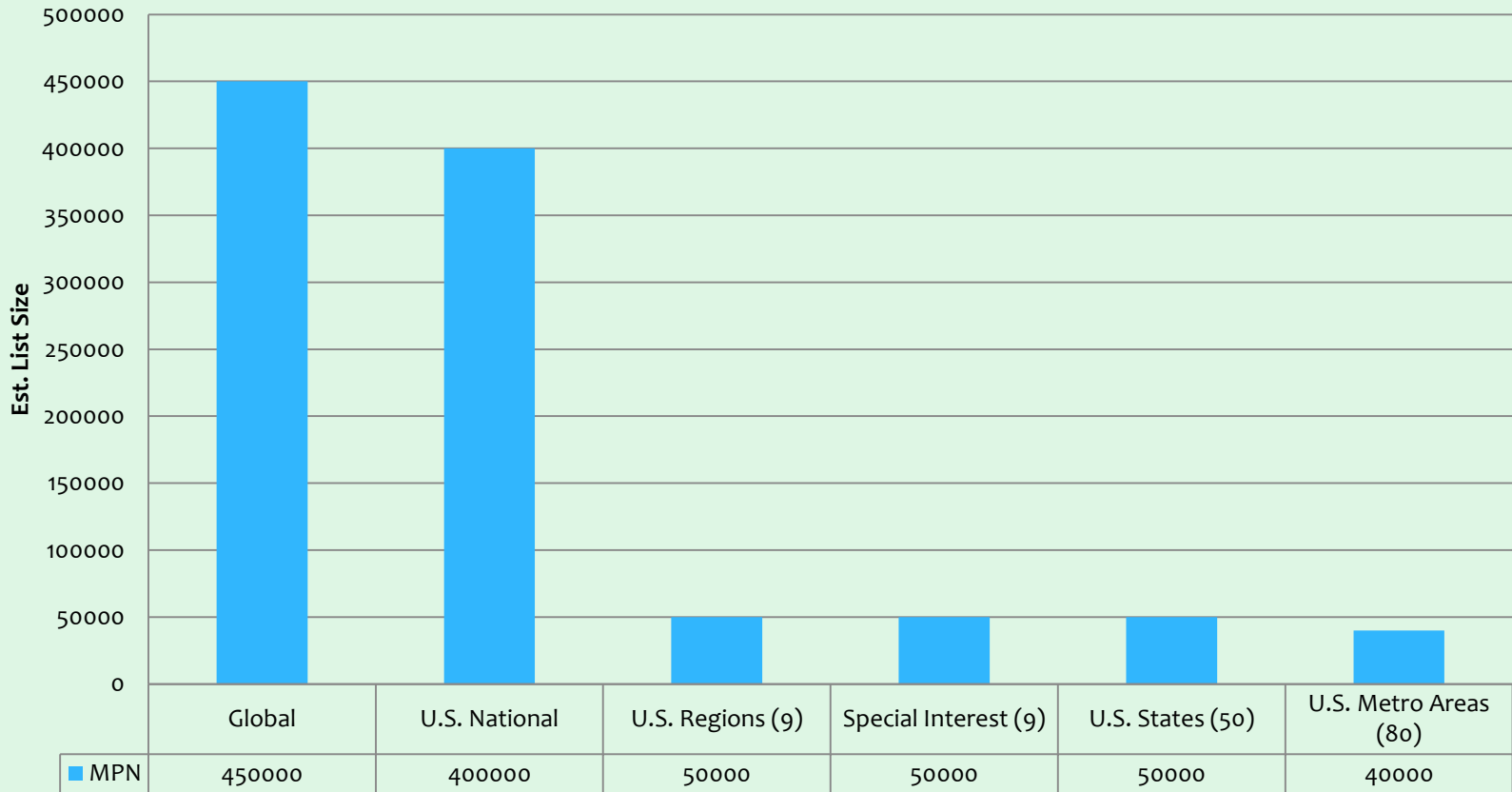


Our Scope and Website Traffic

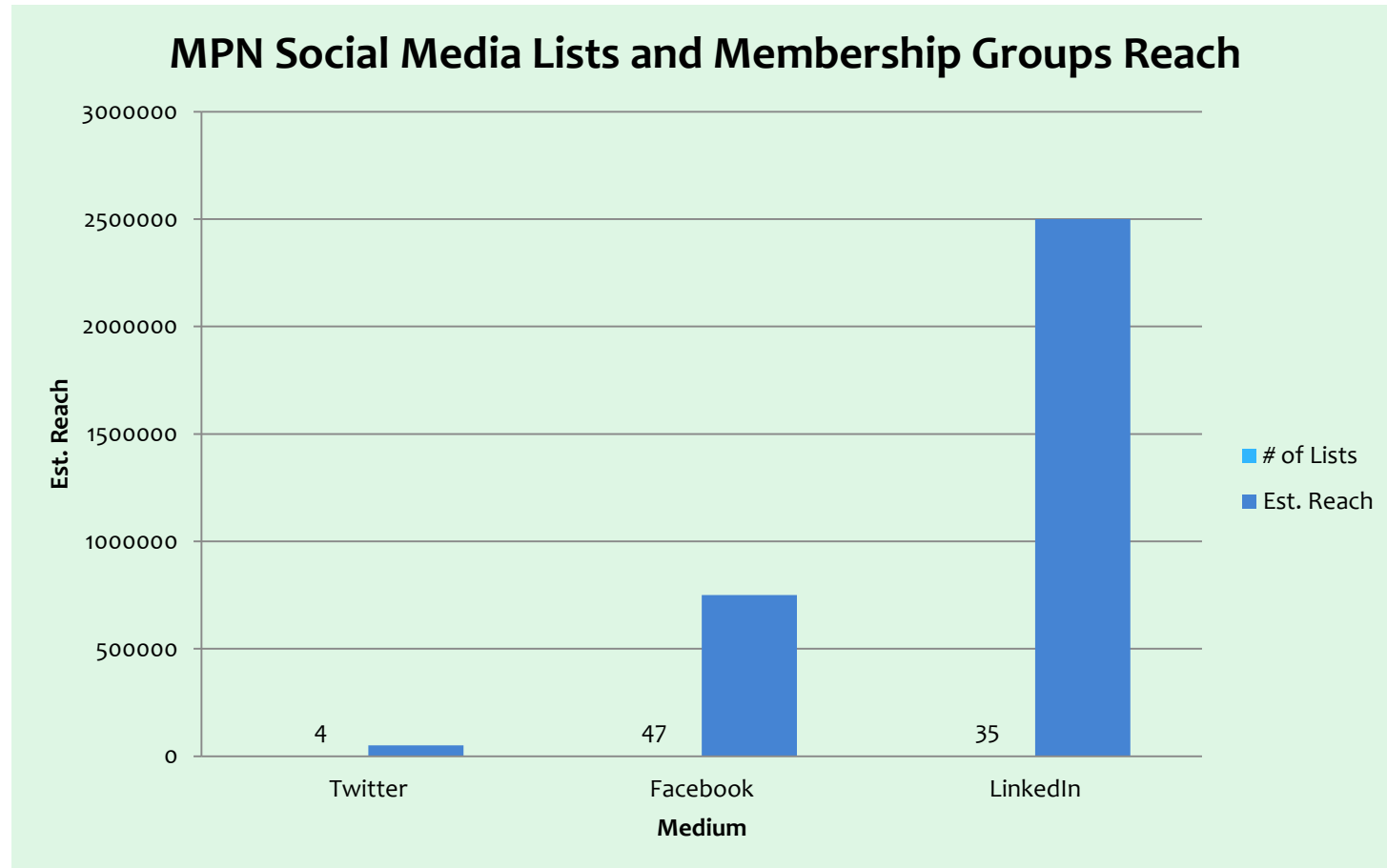


E-mail Lists & Reach

MPN e-Campaign Subscribers (www.mpnsite.com)



Social Media Scope



Contact Information

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