



– FOR IMMEDIATE RELEASE –

The Minority Professional Network Provides Minorities with Online Career, Economic, and Lifestyle Connection™

The Web site drives the formation of a “digital community” of Asian, Hispanic and African-American professionals

[March 4, 2002] — The Minority Professional Network (MPN) has launched its web site, providing Asians, Hispanics, African-Americans and other minority groups with the first national online “Career, Economic and Lifestyle Connection”™ for progressive minority professionals.

Entrepreneurship, Wealth Accumulation, Career Center, Employer Center, Professional Organizations, Minority Businesses, Student Resources, and a Book Channel are some of the content areas accessed at <http://www.minorityprofessionalnetwork.com>.

MPN Metro Pages include event postings, local news and business profiles. Its initial 14 Metro Pages (Atlanta, Chicago, Dallas, Detroit, Houston, Los Angeles, Miami, New Orleans, New York City, Philadelphia, Pittsburgh, San Francisco Bay Area, Seattle and Washington/Baltimore) address cities with rapidly growing, diverse professional populations.

Employers utilize MPN to post job openings that are accessible by the more than 10,000 minority professionals already in the MPN national user community. By 2008, Hispanics, African-Americans, Asians and other minority groups are projected to comprise an increasing share of the labor force, while the percent of white, non-Hispanic persons in the labor force will decrease from 73.9 to 70.7 percent, according to the U.S. Department of Labor.

“Access to diverse talent is crucial for competitiveness in the 21st century global economy. The MPN Employer Network and Career Center allow hiring companies and job seekers to find each other in a way that is cost effective for the hiring companies, and convenient for the job seekers. Corning supports MPN as the new company leverages its intellectual capital, leading from a position of customer value for forward-thinking results,” said Tina M. Smith, College Relations Manager, Global Recruiting, Corning Incorporated. Forrester Research projects the online career sites industry, one of the fastest-growing sectors on the Internet, will grow 40% annually from \$1.2 billion in 2000 to \$7.2 billion in 2005.

MPN’s valuable content is driving increased traffic and attracting advertisers who want their messages to reach minority professionals. “MPN is a colorful and insightful Internet resource for professionals seeking new job opportunities, networking opportunities and innovative ways to build their financial portfolio,” added Denise Hendricks, Executive Producer at NBC affiliate 11Alive WXIA-TV.

The local and national event postings allow minority business leaders to stay connected. “Since MPN has evolved from existing newsletters, it already has a national user community of

thousands of subscribers,” stated Leona Barr-Davenport, President of the Atlanta Business League. “Posting standard calendar events is absolutely free and helps professional organizations reach the minority professional audience. There is also the option to pay to have events featured atop the site’s Home Page, Metro Pages, or e-Newsletters.”

Co-founders CJ Bland and Thomas Brooks are renowned network coalition builders with a total of 30 years of experience in sales, marketing, consulting, IT, entrepreneurship, and organizational leadership.

“The Career Center provides original articles related to management, diversity, job hunting, hiring, networking, and interviewing,” said CJ Bland, MPN President. “Users also enjoy information on economic development, entrepreneurship, small businesses, and real estate development. The lifestyle content includes information on travel, spirituality, health, literature, and other aspects of extraordinary living.”

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For a PDF presentation, additional quotes, bios and photos:
http://www.minorityprofessionalnetwork.com/Press_Room.htm

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