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**Minority Professional Network and Gensero
Form Strategic Alliance to Provide Career Resources**

Partnership Enables Clients to Efficiently Recruit Top Talent

[Chicago, IL and Atlanta, GA – July 28, 2003] Gensero and Minority Professional Network (MPN) have formed an alliance to provide recruiting resources for employers of sales, financial and other professionals. The relationship between the firms will allow clients to have improved access to recruiting tools such as MPN's online career center and Gensero's career fairs held in over 40 different cities.

"The relationship with Minority Professional Network will enable increased employer and job seeker participation at our Shared Open Houses™," said Matthew Parker, Vice President, Operations and Marketing for Gensero. "We are pleased to have our targeted recruiting events promoted to the large and diverse MPN online user community. This partnership is a reflection of our commitment and our clients' commitment to diversity recruiting."

"Our corporate customers were asking us for additional ways to attract, hire, and retain top diverse talent. We decided that it was more cost effective to develop a partnership with a proven firm than to work in-house to develop our own career fairs," added CJ Bland, CEO of Minority Professional Network, Inc. "Gensero is a leader in their industry, with a polished offering of career events across the USA. We are creating more value while using fewer resources, saving money for the staffing managers at our corporate clients."

As a result of the alliance, employers will be able to purchase the services of both firms at a discounted rate by utilizing a single contact at either firm. This will save time and money for staffing managers, and make their recruiting efforts more synergistic.

About Gensero

Gensero Shared Open Houses™ are highly targeted recruiting solutions held across the nation. These events are not typical job fairs. They are unique recruiting events combining the power of an open house with the cost-effectiveness of a career fair. Gensero's management team has been hosting targeted career events since 1998. They are the largest provider of targeted career events. For more information about Gensero, visit the company web site at www.gensero.com.

About Minority Professional Network, Inc.

Minority Professional Network, Inc. (MPN) is the fastest growing Global Career, Economic and Lifestyle Connection™ for progressive minority and women professionals. MPN has become a Viable Source for Top Talent™ for diversity-focused employers, staffing agencies and recruiters. The MPN network was launched in 1998 via e-Newsletters. The www.MinorityProfessionalNetwork.com web site was launched in 2001. The site has over 60,000 unique monthly visitors and over 26,000 worldwide subscribers to its complimentary e-Newsletters.

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