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Contacts:

Nichole D. Taylor
African Ancestry, Inc.
ntaylor@africanancestry.com

**AFRICAN ANCESTRY TRACING GOES MOBILE WITH AFRICANANCESTRY.COM'S FIRST-EVER MULTI-CITY
'WE ARE AFRICA' ROAD TOUR**

Tour Designed to Demystify Myths and Celebrate Historical, Cultural and Genetic Connections to Africa

WASHINGTON, DC (July 2010) – If you think ‘Mobile Ancestry’ is another new app ... think again! In an old-school move, African Ancestry, the company that pioneered DNA-based ancestry tracing for people of African descent, is going “mobile” by loading up a van, a video camera and one of its co-founders and taking ancestry tracing on a 14-city trek to help African Americans more easily and accurately access their ancestral roots. The first-ever ‘We Are Africa’ Road Tour kicks off on August 1 in New Orleans and culminates on August 19 in New England, hitting 12 cities in between. People everywhere can follow daily video documentation of the tour on AfricanAncestry.com/RoadTour, Facebook at www.facebook.com/AfricanAncestry and YouTube at www.youtube.com/AfricanAncestry throughout August.

Recent studies by African Ancestry show that while many African Americans are aware of DNA-based ancestry tracing, a majority of people believe it’s out of their reach or for celebrities only. Additionally, with the excitement and enthusiasm for genealogy at an all-time high, barriers to the use of DNA still impede some populations from taking the transforming step to trace their African roots through science. African Ancestry’s ‘We Are Africa’ Road Tour debunks these myths through a series of free public events that include African Ancestry education forums, community conversations, ceremonial heritage “reveals” of local participants and family reunion-style fun activities with local artists and organizations. Replacing the Internet and other middle-man- mechanisms, the ‘We Are Africa’ Road Tour connects a network of co-hosts and home-city catalysts along the way in venues ranging from cultural centers and churches to theaters and bookstores.

“While enthusiasm in genealogy has risen to new heights, African Americans still hit a brick wall in their ancestral quest due to the break down in records during the Trans-Atlantic Slave Trade,” said Gina Paige, co-founder of African Ancestry. “African Ancestry was created to bridge that gap through science and the We Are Africa road tour is an extension of our ongoing commitment to change the way people view themselves and Africa.”

African Ancestry Enthusiasts Help Shape ‘We Are Africa’ Road Tour

Earlier in the year, African Ancestry solicited the input from its online community of members and its local networks of partners and alliances to find out where the tour should go. Based on overwhelming feedback and excitement, it was clear where the ‘We Are Africa’ Road Tour would carve its path. Starting in New Orleans and other areas devastated by the largest oil spill in U.S. history, the ‘We Are Africa’ Road Tour will make its way to:

(All dates and locations are subject to change)

| CITY | DATE | VENUE |
|------------------|-----------|---|
| New Orleans, LA | August 1 | Ashé Cultural Center |
| Jackson, MS | August 2 | Afrika Book Café |
| Huntsville, AL | August 3 | Alabama State Black Archives Research Center and Museum |
| Nashville, TN | August 4 | TBD |
| Charlotte, NC | August 5 | Harvey B. Gantt Center for African American Art and Culture |
| Raleigh, NC | August 7 | African American Cultural Complex |
| Richmond, VA | August 8 | Franklin Military Academy |
| Washington, DC | August 11 | TBD |
| Baltimore, MD | August 12 | Reginald Lewis Museum |
| Philadelphia, PA | August 13 | African American Museum of Philadelphia |
| New York | August 15 | House of Art Gallery and Therapy Wine Bar |
| Hartford, CT | August 16 | Union Baptist Church |
| Jersey City, NJ | August 17 | TBD |
| Boston, MA | August 19 | Road Scholar |

African Ancestry is also making it easier to discover African roots by offering a special ‘We Are Africa’ promotional rate for its MatriClan® and PatriClan® tests. **One** person taking **one** test reveals the lineage of an entire family, which is a family-sized value during tough economic times. Participants can get the special ‘We Are Africa’ promotional rate with the purchase of any African Ancestry test kit during the tour stop in any city.

To learn more about African Ancestry’s ‘We Are Africa’ Road Tour and find out more about what’s happening in your city go to <http://www.africanancestry.com/roadtour/> today.

AFRICAN ANCESTRY ‘WE ARE AFRICA’ ROAD TOUR PARTNERS

Afrika Book Café, Alabama State Black Archives Research Center and Museum, Ashe Cultural Center, Butternut Market, Cracker Barrel, Leon H. Sullivan Foundation, Harvey B. Grantt Center for Arts and Culture, House of Art Gallery, Oyin Handmade, Road Scholar, Step Afrika, Therapy Wine Bar and Virginia Commonwealth University Department of African Studies.

ABOUT AFRICAN ANCESTRY

Founded in 2003 on years of research, African Ancestry, Inc. is the ancestry tracing company that pioneered African lineage matching in the United States utilizing its proprietary DNA-database of more than 25,000 African DNA lineages to more accurately assess present-day country of origin for people of African descent. Since its inception, African Ancestry’s lineage reveals have impacted the lives of more than 100,000 people in the U.S. from communities at large to global leaders such as Oprah Winfrey, Tom Joyner and the Reverend Jesse Jackson. African Ancestry has been featured across the globe in outlets such as CNN’s *Black in America* series, 60 Minutes and *Essence Magazine*; and was the centerpiece to the ground-breaking PBS special “African American Lives 1 & 2” with Skip Gates. African Ancestry is African-American-owned and operated and headquartered in Washington, DC. For press inquiries, contact Taylor Communications Group at ntaylor@africanancestry.com.

WWW.AFRICANANCESTRY.COM/TOUR

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