



AFRICAN ANCESTRY BACKGROUNDER

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 of African descent in the U.S. African-American-owned and operated, African Ancestry is headquartered in Washington, DC.

LEADERSHIP

African Ancestry is comprised of trailblazers in research, science and business. Gina Paige, president and co-owner of African Ancestry, worked for several Fortune 100 Companies for many years prior to co-founding African Ancestry. Dr. Rick Kittles, Co-Founder and Scientific Director for African Ancestry, is an accomplished geneticist and associate professor at the University of Chicago's Department of Medicine. In close collaboration with leading historians, anthropologists, linguists and other geneticists, African Ancestry's products, services and research remains refreshed and the most comprehensive in the industry.

ANCESTRY TRACING PRODUCTS & SERVICES

African Ancestry is an empowering resource for people of African descent interested in learning about African ancestry tracing and/or tracing their roots. We employ the latest science through the largest, most comprehensive database of African DNA ever collected. Delivering 99 percent accuracy in each sample tested, African Ancestry is the most trusted and reliable means to trace both the maternal and paternal lineages:

- PatriClan™: Only men can determine paternal ancestry. The test analyzes the Y chromosome that is inherited by all males on a paternal lineage. Test results can be shared by all family members whose father is on the paternal line. Results do not provide information about maternal lineages.
- MatriClan™: Men and women can use this test to trace maternal ancestry. The test analyzes Mitochondrial DNA that is inherited by all direct maternal descendants of a lineage. Test results can be shared by all family members of the maternal line. The results do not provide information about paternal lineages.

It doesn't stop there ...

- Discovering Your Roots Introductory Guide: All-in-one brochure dispelling myths and answering all your ancestry tracing questions.
- AfricanAncestry.com: Taking the test is an important step in this life-changing journey, but just the beginning. As you become an African Ancestry family member, a new world opens up through africanancestry.com that empowers you to stay connected with your home-country, your African Ancestry connections in the U.S. and tools and resources that deepen the overall experience of ancestry tracing for your family.
- African Ancestry Guide to West & Central Africa: An overview of facts for more than 30 countries in Africa to help deepen knowledge on your ancestral home.

-More-



AFRICAN ANCESTRY PROGRAMS

African Ancestry offers empowering ancestry tracing programs for the nation's leading organizations such as Operation HOPE, American Airlines and the National Bone Marrow Program. Our programs are customized to the unique needs of our partners and profoundly impactful in the lives of their communities:

- Youth esteem building programs and ancestry tracing curriculum adopted by community centers and educators across the country.
- Faith-based initiatives in partnership with African American congregations nationwide.
- African American health and wellness education initiatives
- Corporate HR & Employee-based alliances

AFRICAN ANCESTRY NOTABLES & PARTNERS (Sampling)

- Oprah Winfrey, Liberia
- Spike Lee, Niger, Cameroon
- Honorable Andrew Young, Sierra Leone
- Robin Roberts, Nigeria
- Bishop T.D. Jakes, Cameroon
- Reverend Jesse Jackson, Sierra Leone
- American Airlines
- National Black Arts Festival
- 100 Black Men of Washington, DC
- National Council for Negro Women
- Operation HOPE
- Alpha Kappa Alpha Sorority, Inc.
- Leon H. Sullivan Foundation
- Association for the Study of African American Life and History
- Mt. Ennon Baptist Church
- Ebenezer African Methodist Episcopal Church

AFRICAN ANCESTRY IN THE NEWS

As a pioneering force in African ancestry tracing, African Ancestry has been profiled in major media outlets across the country such as:

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| 60 Minutes | American Urban Radio Networks |
| <i>Black Enterprise</i> | <i>Essence Magazine</i> |
| FOX Business News | Metro Source Urban Radio |
| New York Times | NPR |
| PBS' African Ancestry Lives | Tom Joyner Morning Show |
| <i>USA Today</i> | <i>Wall Street Journal</i> |

Go to <http://africanancestry.com/news.html> for additional highlights and actual footage

KEY CONTACTS

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