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**AFRICANANCESTRY.COM CELEBRATES 10,000 FACEBOOK FANS WITH ITS
'FACEBOOK FAMILY THANK YOU' PROMO**

Milestone Underscores Black Millennials' Global Community Mindset and Thriving Interest in Self-Discovery

WASHINGTON, DC (August 2014) – When AfricanAncestry.com, The Black-owned company that pioneered genetics ancestry tracing for people of African descent, noticed a distinct jump in its Facebook fans, it signaled two things: 1) It's time to celebrate and thank its valued followers; and 2) the majority of 20-and-30-Somethings desire to learn more about who they are in a global context.

“Our milestone may not be much to some, but for us, having thousands of people of color sounding-off on transformative community topics is a collective voice of enlightenment and inspiration that we believe is worth celebrating,” said Gina Paige, president and co-founder of African Ancestry.

A Mende Prince Named Cinque

AfricanAncestry.com's fans and followers on all its social media properties actively respond to educational facts that aren't readily known or found in American history books. It was a routine post about Joseph Cinque -- a West-African Prince of the Mende people -- that set off a firestorm of discussions marking an African Ancestry record for the highest engagement on Facebook in more than a year. Nearly 30,000 people were reached spawning thousands of Shares, Likes and Comments about Prince Cinque, who was a victim of the illegal Atlantic Slave Trade and the most prominent defendant in the case of the United States v. The Amistad.

More than Me.Com

A majority of AfricanAncestry.com's Facebook followers are Millennials and true to form, they are passionate about their culture, community and civic-minded topics. The highest ranking day of posts fell on African Ancestry's Africa Sunday, which is observed each Sunday on its Facebook page in recognition of African pride and unity. Celebrity quotes, little known facts about Africa and African Americans and lively discussions about genetics remain hot topics as well.

Facebook Family Thank You Promotion

During the month of August, existing and new Facebook fans can receive \$5 off any African Ancestry memorabilia including T-shirts, caps, pens and Journals. Fans can access the promotion by visiting facebook.com/AfricanAncestry.

AfricanAncestry.com invites people of all ethnicities to join the discussion at facebook.com/AfricanAncestry. For more information on African Ancestry, visit www.africanancestry.com.

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ABOUT AFRICAN ANCESTRY

Founded in 2003, African Ancestry Inc. (AfricanAncestry.com) pioneered African lineage matching in the United States

utilizing its proprietary DNA-database to more accurately assess present-day countries of origin for people of African descent. African Ancestry's products include the MatriClan™ and PatriClan™ ancestry tests, myDNAmix Admixture tests; and customized memorabilia and informative resources. African Ancestry is African-American-owned and headquartered in Washington, DC. For general press inquiries, contact ntaylor@africanancestry.com.

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