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IT'S BLACK FRIDAY EVERYDAY AFRICANANCESTRY.COM

Genetics Ancestry Tracing Pioneers Close out 10th Year with Unprecedented Offers and New Web site

WASHINGTON, DC (December 2013) – African Ancestry, Inc. (AfricanAncestry.com), the Black-owned company that pioneered genetics ancestry tracing for people of African descent, announces today two unprecedented holiday specials. Through December 31, the **MatriClan**® (maternal line) and **PatriClan**® (paternal line) are available for only \$250.00 -- the lowest price ever offered by AfricanAncestry.com. Additionally, **The African Ancestry Premium Heritage Experience**® is specially-priced at \$295.00 and includes a choice of test kit, embossed journal with leather-wrapped pen and an authentic Certificate of Ancestry and is the ultimate in testing, collecting and sharing family histories.

African Ancestry's do-it-yourself DNA test kits are perfect gifts. A single test reveals the lineage of an entire family so it's one powerful gift that can be given to the whole family. The MatriClan traces maternal ancestry by analyzing Mitochondrial DNA. The PatriClan, which can only be taken by a male, analyzes the Y chromosome inherited by all males on a paternal lineage and determines paternal ancestry.

"It's almost mind boggling that just a decade ago we could only trace our roots as far as the paper trail would take us, which in most cases is just two or three generations ago," said Gina Paige, co-founder and president of African Ancestry, Inc. "We're committed to helping all Black people more accurately connect to their roots and it's our hope that our special offers make it a little easier to take part in this revolutionary science," Paige said.

AfricanAncestry.com also closes out its 10th anniversary with the launch of its revamped Web site with enhanced design and functionality. The new site makes it easy and engaging to learn about genetic ancestry tracing, stay abreast on special promotions and activities, share your ancestry-tracing experience and get test kits and other home-country memorabilia.

Visit www.AfricanAncestry.com today to take advantage of the limited offers and check out the new Web site.

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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