



AFRICAN ANCESTRY
TRACE YOUR DNA. FIND YOUR ROOTS.

AFRICAN ANCESTRY, INC. COMPANY BACKGROUNDER

OVERVIEW

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 reveals have impacted the lives of more than 100,000 African Americans including global leaders such as Oprah Winfrey, Isaiah Washington, John Legend and Spike Lee. In 2010, African Ancestry marked an historic milestone by uncovering the ancestral roots of Dr. Martin Luther King, Jr. posthumously using the DNA of their descendants. AfricanAncestry.com has been featured on CNN's Black in America series, NBC's Who Do You Think You Are?, *Essence Magazine* and the ground-breaking PBS specials African American Lives 1, 2 and Finding Your Roots with Henry Louis Gates, Jr. African Ancestry is African-American-owned and headquartered in Washington, DC.

LEADERSHIP

AfricanAncestry.com was formed by one of the country's few Black geneticists, Dr. Rick Kittles, and African-American entrepreneur Gina Paige. Together they helped to establish a new marketplace for DNA-based ancestry tracing for people of African descent with transformative products that tap into a more meaningful side of life. Paige serves as President and Co-founder of African Ancestry and has owned businesses and worked for Fortune 100 Companies prior to forming African Ancestry. Dr. Rick Kittles is Co-founder and Scientific Director of African Ancestry and is an accomplished geneticist and Professor in the Division of Urology, Department of Surgery at the University of Arizona College of Medicine. In close collaboration with leading historians, anthropologists, linguists and other geneticists, African Ancestry's products, services and research remains the most comprehensive in the industry.

PRODUCTS & SERVICES

African Ancestry's **PatriClan™** and **MatriClan™** tests are empowering resources for people of African descent interested in discovering where their bloodlines originated in Africa. We employ the latest science through the largest, most comprehensive database of African DNA ever collected (33,000). 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.
- **myDNAmix®** (MDM) is an admixture test that determines various ancestries included in one's genetic make-up. Introduced in late 2011, MDM differs from the MatriClan™ and PatriClan™ in that it determines the exact percentages of one's unique ancestral make-up from five major populations – Indigenous Americas (Native American), East Asia, West Sub-Saharan Africa, West Europe and India Subcontinent. myDNAmix is self-administered, safe and easy. Using swabs from the inside of the cheek, world-class scientists analyze specific DNA sequences inherited from one's parents, and compare it to a worldwide ancestry database to determine one's ancestral mix. The results are delivered electronically in about six weeks with a graphical breakdown of the tester's admixture by percentages. The results are the same for one's siblings only.



PROGRAMS

While African Ancestry has become known for its high-profile celebrity ‘Reveals,’ the company has also touched the lives of thousands of Black families across the world. Through its vast network of partners, programs and products, AfricanAncestry.com has traveled the world helping people demystify their African roots, while heightening DNA literacy. African Ancestry’s programs are customized to the unique needs of its partners and their communities and include:

- Youth esteem building programs and ancestry tracing curriculum
- Enriching media programs using genetics to explore the fascinating dynamics of race, family and identity and satisfy the basic drive to discover who we are and where we come
- Faith-based initiatives in partnership with African American congregations nationwide
- Corporate HR & Employee-based alliances

PARTNER ORGANIZATIONS AND AFRICAN AMERICAN EMPLOYEE NETWORKS

100 Black Men of Washington, DC
American Airlines
Association for the Study of African American Life and History
Booz-Allen Hamilton
Capital One
Leon H. Sullivan Foundation
McDonald’s Corporation
National Association of Black Journalists
National Black Arts Festival
National Black Arts Festival
National Council for Negro Women
National Newspapers Publisher’s Association
Operation HOPE
United Healthcare
Wells Fargo
Dozens of faith-based and community organizations

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

AFRICAN ANCESTRY IN THE NEWS

60 Minutes
Essence Magazine
New York Times
USA Today

American Urban Radio Networks
FOX Business News
NPR
Tom Joyner Morning Show

Black Enterprise
Metro Source Urban Radio
Ebony Magazine
NBC’s Who Do You Think You Are?

KEY CONTACTS

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