



AFRICANANCESTRY.COM TEST KITS NOW AVAILABLE FOR AS LOW AS \$25 PER MONTH

Black-Owned DNA Pioneers Partners with Affirm to Empower More Affordable Payment Options for Consumers; Holiday Deals Kick-off on Black Friday

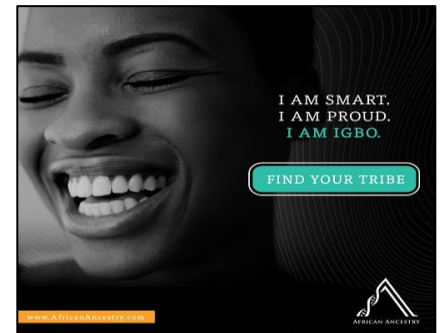
WASHINGTON, DC (November 2019) – African Ancestry, Inc. (AfricanAncestry.com) today announced its partnership with financial technology company Affirm.com enabling consumers to purchase its proprietary DNA test kits starting as low as \$25 per month without a credit card. Right on time for the holidays, the special payment options are available for its MatriClan™ Test, PatriClan™ Test, African Ancestry Keepsake Box®, Family Celebration Package and its Heirloom Pendant Collection®.

“This alliance is groundbreaking because it makes it even more affordable for Black people to find out their specific African roots using our database of African lineages – 30 times larger than any other competitor’s database,” said Dr. Gina Paige, president and co-founder of AfricanAncestry.com. “While the new options are available year-round, we’re excited to give consumers an additional incentive to give the gift of ancestry during this holiday season.”



How it Works

Shoppers visit www.AfricanAncestry.com and look for the Affirm logo next to the product of choice. A few clicks away and qualified consumers can select their preferred repayment term, spreading the cost over time. AfricanAncestry.com purchases arrive within a few weeks of the initial payment. All ongoing payments are managed through Affirm.



Holiday Deals

Starting on November 29 through December 31, people can also visit AfricanAncestry.com for a variety of savings and deals. Black Friday and Cyber Monday offer the steepest discounts on individual tests; however, family packages, pendants and keepsakes will also offer promotional pricing.

For more information on African Ancestry, visit www.AfricanAncestry.com. For press inquiries, contact Nichole Taylor at Taylor@TaylorCommunicationsGroup.com.

ABOUT AFRICAN ANCESTRY

Founded in 2003, African Ancestry Inc. 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 and customized memorabilia and informative resources. African Ancestry is Black-owned and headquartered in Washington, DC. For general media inquiries, contact taylor@taylorcommunicationsgroup.com.