

# EXHIBIT \*

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# GENETICS DIGEST

HOME LATEST MOST POPULAR NEWS REVIEWS OUR TEAM Q

## Welcome to Genetics Digest

Our goal is to provide credible, accurate information about the latest advancements in DNA sequencing, gene editing, and other genetic technologies. We provide news alerts for scientists and enthusiasts and unbiased product reviews related to the field of genetics, helping you make informed decisions when studying DNA.

We are a team of writers and scientists who are passionate about all things DNA—from double helixes to chromosomes to mitochondria—we love it all.

With new technologies emerging every day, genetic information becomes more accessible to common consumers, but the complex science involved becomes more accessible to common consumers as well.

We've found that many magazines about Genetics are a little TOO sciencey, so that the consumers unfamiliar with the field have no idea what they're reading. On the other hand, the non-science magazines are written by non-scientists, and they often butcher their information a little bit...

Genetics Digest bridges the gap, where scientists and common consumers come together to get the same information and understand it. So, while we provide useful information to scientists, we make sure to keep it accessible to the layman as possible without sacrificing any accuracy in the information.

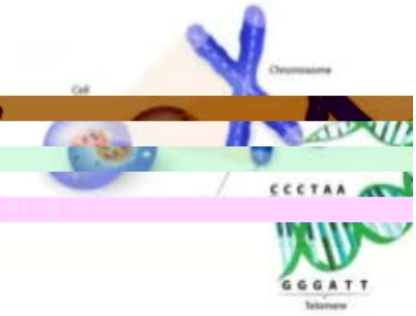
ARTICLE



New strategy to contain



with CRISPR gene editing



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European person whose entire family has lived within a range of 100 miles. However, most people's DNA originates from a variety of countries, making locating their ancestry more complicated (7).

## Which company should I go for?

The success of 23andMe has recently motivated the growth of several other genetic-testing companies. We have all witnessed the aggressive marketing strategies of various companies, specifically on online platforms, promoting their own personalized DNA testing kit with varying offers. The prices of these home-based kits vary from as low as \$59 (HomeDNA) to as high as \$695 (FullGenomes).



Each company provides different discounts on their tests, depending on their ability to check for health risks, pharmacogenetics diversity or ancestral origin, as well as their coverage of the human genome if they test for variants of specific chromosomes; ultimately the depth of analysis provided to the customer. Such a wide range of offers makes customer decision-making extremely difficult, leading us to conduct a survey of online literature and customer reviews. hereby, we provide the names of the most rapidly evolving companies in recent years, to provide comparisons and to help the customer make informed decisions.

## Our Top 4 companies are:





So where are you really from?

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One solution is to take a DNA test. The popularity of DNA testing kits more than doubled in 2019. This year's boom has made genetic testing one of the hottest conversation starters at dinner tables and water coolers across the world.

School of Medicine and the Centers for Disease Control and Prevention (CDC).

It's no surprise that DNA tests are in high demand. The things you learn from them are irresistible:

**Family History**—Many ancestry tests allow you to trace your family back **much further** than traditional genealogy records. A select few even give you **deeper detail** about your family.

**Ancestry**—You can also use your DNA figure out where your family came from. With more advanced tests, you can even find out **WHEN** your family arrived in certain locations.

**Personal Identity**—On top of these traditional benefits, digging into your family history and ancestry enables you to find out more about **who you are** personally.

**Health Info**—While the main draw is ancestry, you can also use DNA testing to uncover **important health info**. The best DNA test will enable you to lose weight, optimize your vitamin routine, and even learn about what traits you inherited from your parents.

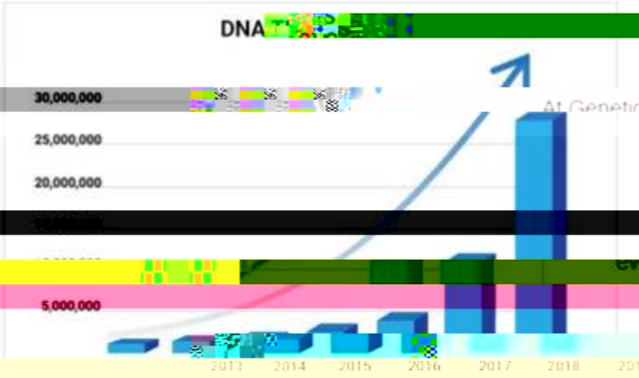
**Community**—Finally, the **communities you can build** with ancestry testing are incredible. You may discover relatives you didn't know you had, countries you didn't know you were a part of, even royal dynasties you're descended from. **The possibilities are endless.**

With so many people clamoring to get their hands on the benefits listed above, more and more DNA test companies have been rising to meet them. Unfortunately, they're not all created equal.

*Now it's harder than ever to find a good DNA test.*

Luckily, you're in the right place. Our team of scientists, researchers, and writers at Genetics Digest know the field better than most. We've examined nearly every DNA test in the booming market. We'll help you sort out the great ones from the "cheap knockoffs."

With that said, let's get started on **Common Mistakes People Make When Shopping for a DNA Test...**



The DNA market doubled in 2019—for the third

About

At Genetic Digest we research, review, and we want the best deals on the highest quality goods at the most reasonable prices as much as anyone else. When all of our senses are constantly bombarded with advertising at every moment of every day, it's hard to tell which deals really are the best and which products really are high quality.

Genetics Digest Top Choice



4.9/5

Overall Rating: **Excellent**

See Details

https://geneticsdigest.com/best\_ancestry\_genealogy\_dna\_test/index\_nov2\_ctr.html?utm\_explo

With so many people clamoring to get their hands on the benefits listed above, more and more have been rising to meet them. Unfortunately, they're not all created equal.

See Details

Now it's

Luckily, you're in the right place. Our [redacted] is better than most. We've [redacted] examined nearly every DNA test in the booming market. We'll help you [redacted] out the great ones from the "cheap knockoffs."

With that said, let's get started [redacted] Mistake #1

**Mistake #1: Don't buy a brand by how "popular" it appears to be.**

Some brands [redacted] everywhere. That's because they're spending milli-

Despite [redacted] marketing, some of [redacted] companies have superior services at best [redacted] making a sale [redacted] they all [redacted] rather than science, and frequently aren't backed by legit genealogists.

To make matters worse, some of the biggest ancestry companies are owned in part by pharmaceutical giants or data companies—meaning your personal DNA information may be handed over to corporations to turn a profit.

The best genealogy companies have top-notch data security, and a [redacted] answer to investigate [redacted] and professional [redacted]

**Mistake #2: Don't M**

One of the most common complaints we see from ancestry customers [redacted] that their results "fall flat"—you get a basic pie chart [redacted] got those results. And we all know [redacted]

The best DNA tests feature an **Ancestry Timeline** [redacted] where you can see [redacted] how and when they got there, enabling [redacted] a clearer, fuller picture of your family history. These top-quality tests give you the best of both worlds of broad genetic results and deeper ancestry detail.

**Mistake #3: Don't Forget to Ask the Experts**

On a similar note to our #1 mistake, you don't [redacted] go for the loudest, flashiest [redacted] lead, look for the [redacted] experts [redacted] field of genetics. After all, you want highly qualified scientists and researchers handling your DNA, not [redacted] of college kids at a startup. Fortunately, the top [redacted] companies are headed by genetic experts, who have [redacted]

Experts are [redacted] more knowledgeable [redacted] companies who are just looking to make a quick buck. These genetic investigators have dedicated their lives to helping you [redacted] don't rest until their customers' curiosities are satisfied. If you want your burning questions about your DNA and family history answered, make sure you find [redacted] you find a company with a professional scientist in charge.

