

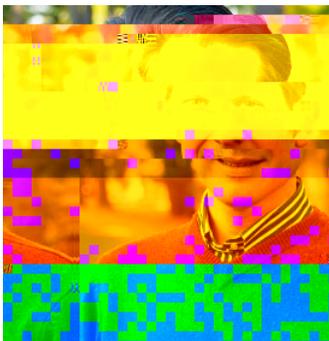
# EXHIBIT +



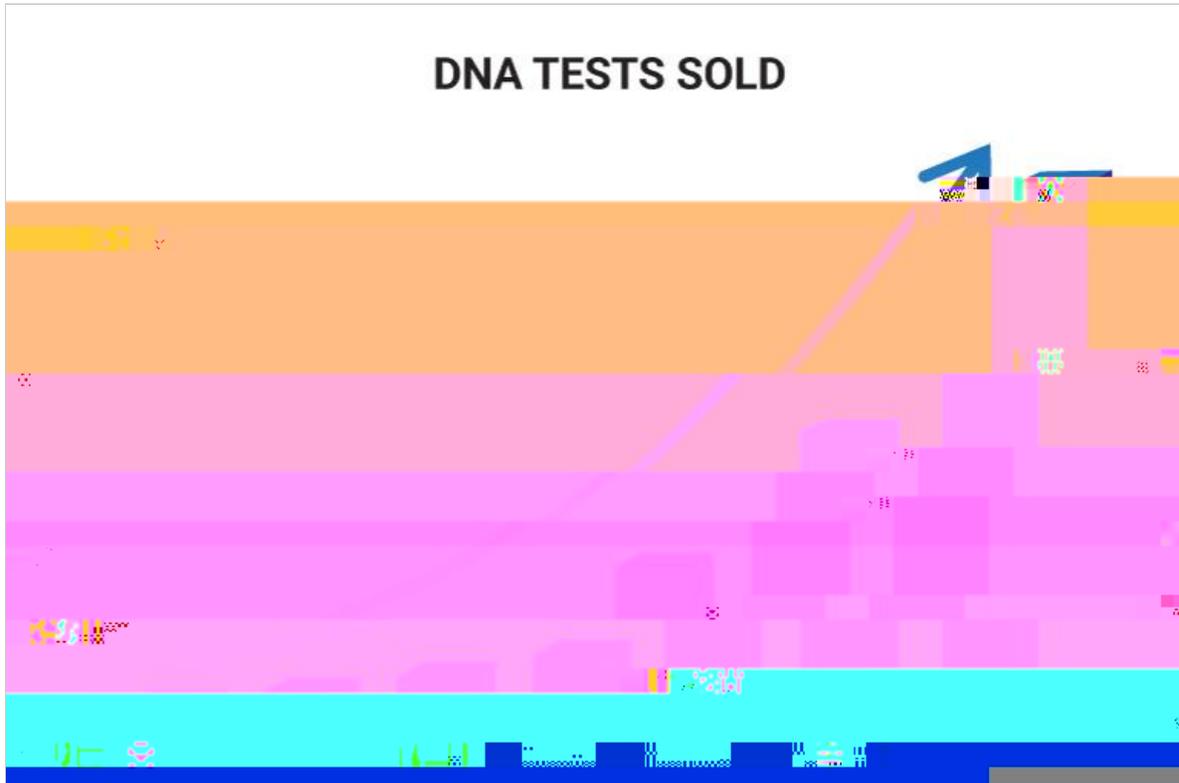
(index.html)

## 3 Essential Tip You Must Know Before Using a DNA Test

Your Free Gui



Looking for a good Ancestry  
test?



The DNA market doubled in 2020—for the fourth year in a row.

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

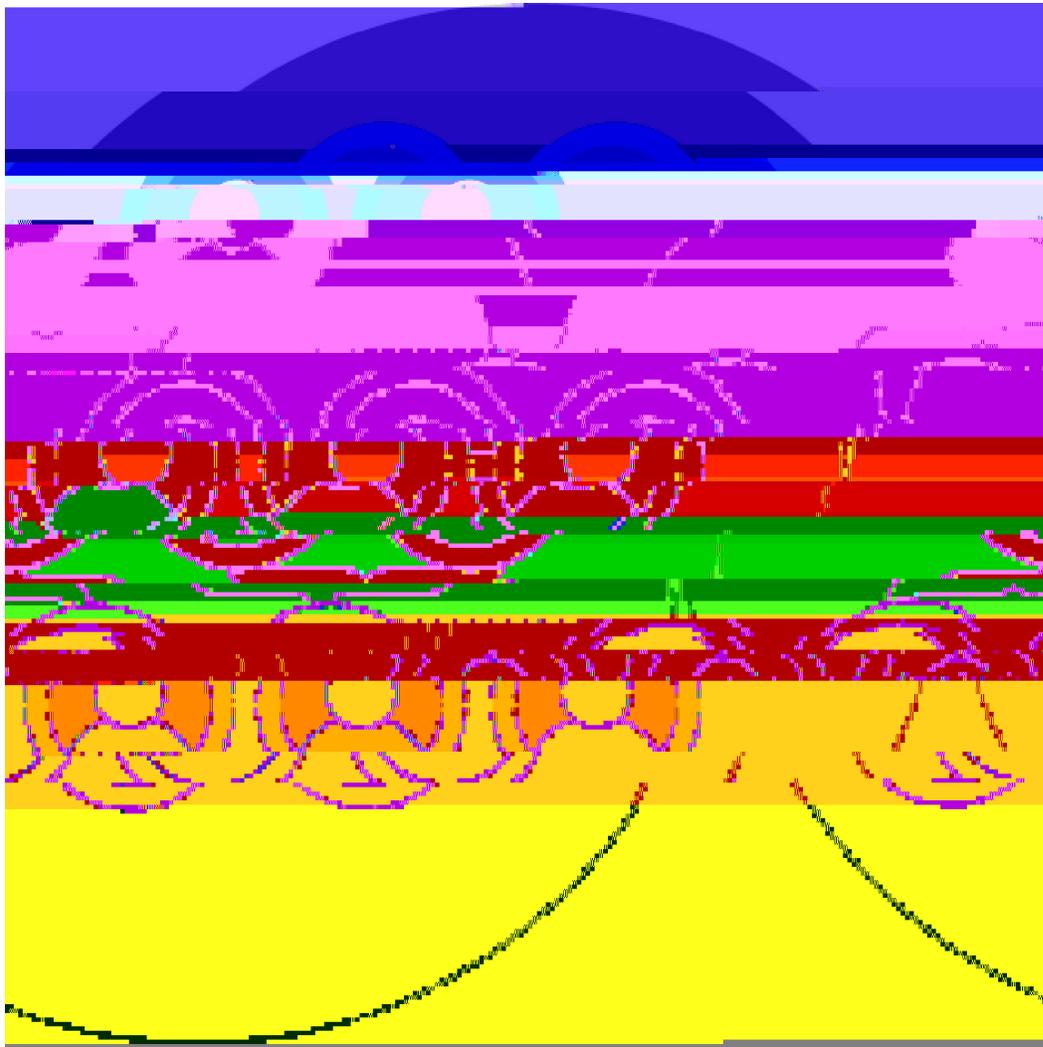
**Family history**—Many ancestry tests allow you to trace your family back **much farther** than traditional genealogy records. A select few even give you **deeper detail** about your family.

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

**Family connections**—Many tests allow you to connect with relatives you didn't know you had.

2/23/2021

Free Review of Ancestry DNA Test | Genetic Digest



Luckily,  
you're in  
the right  
place.  
Our team  
of  
scientists,

researcher, and writer at Genetic 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 one from the cheap knockoff."

With that said, let's get started on the **Essential Tips You Must Know Before Buying a DNA Test ...**

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

Some brands have a great marketing team with a massive advertising budget. You might see/hear their ads everywhere. That's because they're spending millions to make sure you've heard of them.

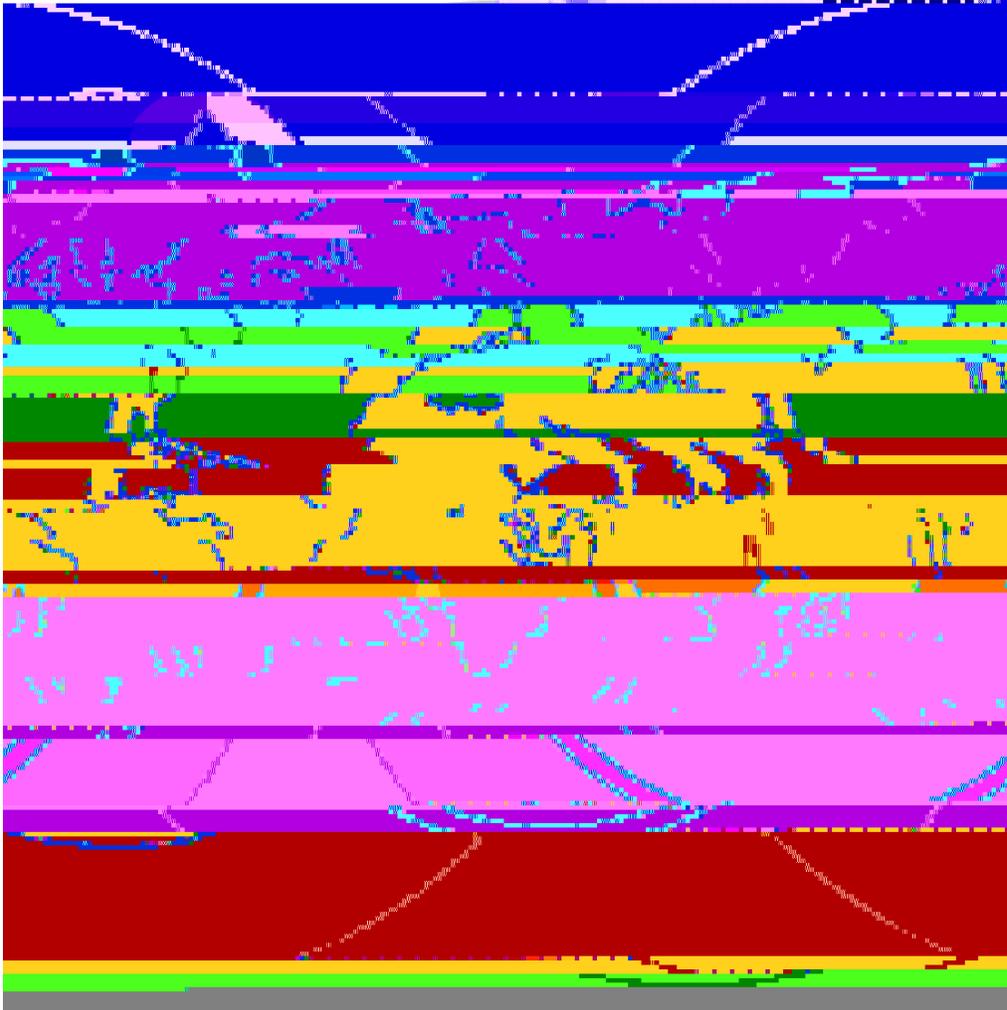
Despite the great marketing, some of these companies have underperformed at the end. They're more worried about making a sale than they are with actually delivering a quality product. In short, these companies focus on volume rather than science, and frequently aren't backed by leading geneticists.

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

The best genetic companies have **open-source data security**, and are **100% privately owned**, meaning they don't answer to investors. Instead, **they answer to you**, the customer. Look for a company renowned for their data security and professional pedigree.

<http://www.geneticdigest.com/free-ancestry-genealogy-dna-test/index.html>

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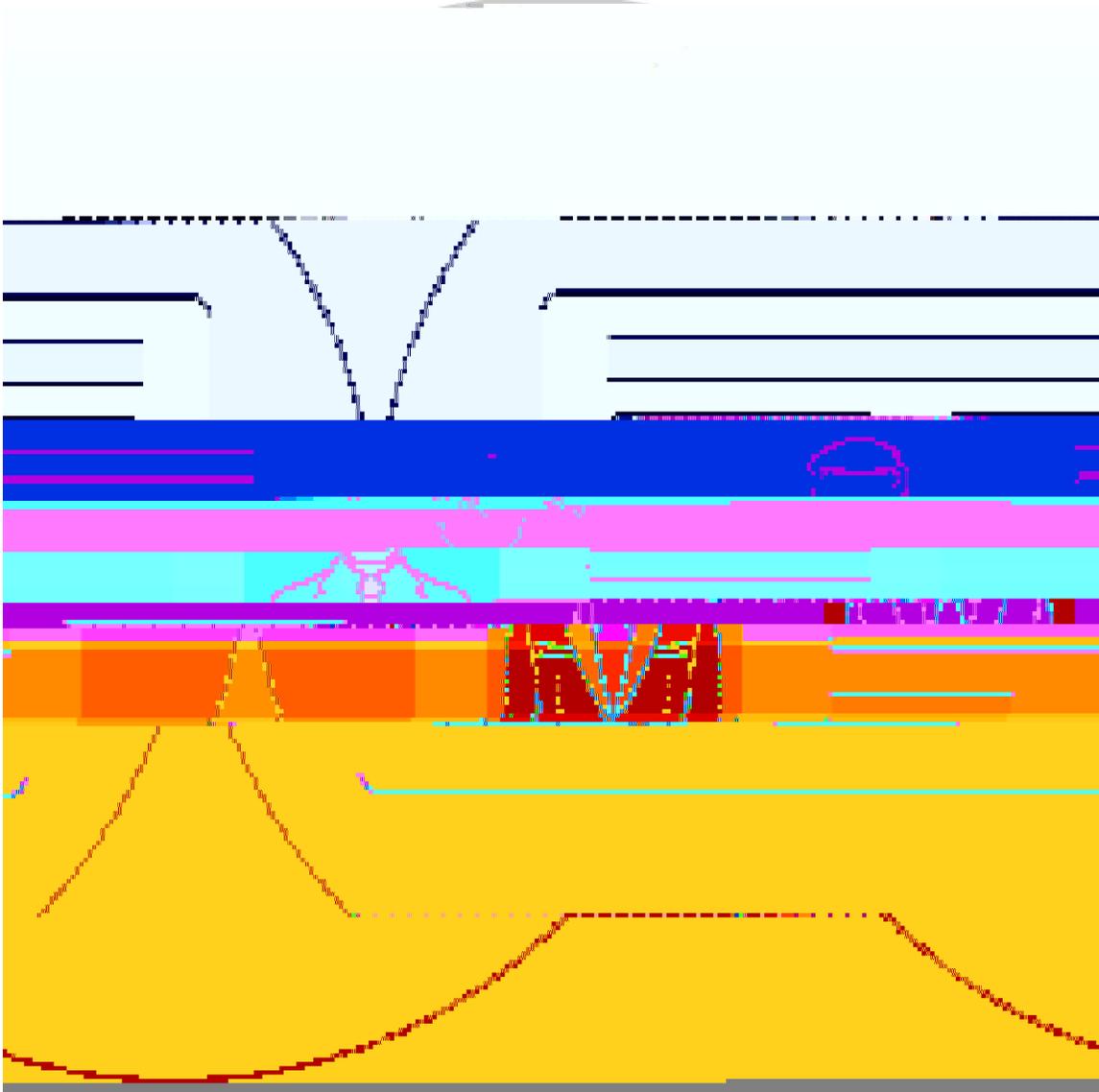


**Tip : Don' Miss Out on Deeper Detail**

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**Our Top Recommended DNA Tests**

Now that we've shown you what to look out for, we want to share with you some of the best AncestryDNA tests we've seen for discovering your heritage.

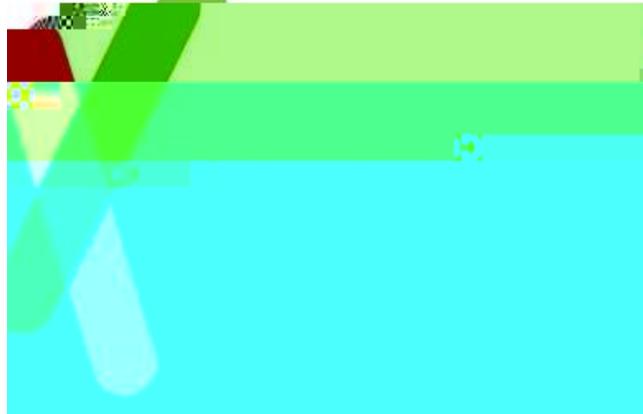
**We ranked the services by these 10 factors:**











(23andme.html)

## #2 23andMe

### Pro :

- Autoosomal, mtDNA, and Y-DNA Tests Offered
- Many Health Reports Available

### Con :

- Owned in part by pharmaceutical company
- Some Misleading Marketing
- Limited Return Policy with Fee

4.3/ 5 Stars

**Overall Rating: Good**

**See Details (23andme.html)**

**Overview:** 23andMe is one of the most detailed and accurate Ancestry Reports of all DNA testing companies. They're #2 by a large margin, as they have slightly fewer Ancestry & Trait reports than our #1 choice. They also have an ancestry timeline, but it features far less depth and detail than our top choice, only going back 8 generations at most.

**Company Reputation:** 23andMe was founded in 2006 by Anne Wojcicki, Linda Avey, and Paul Cusenza. Their goal is to help people access, understand, and benefit from the human genome. To date, they have published more than 100 peer-reviewed studies in scientific journals.

One of 23&Me's top investors is GlaxoSmithKline, a pharmaceutical company that has been implicated in numerous scandals, including false lawsuits. As a result, 23&Me's users are almost guaranteed to have their data used for pharmaceutical research.

**Details/Accuracy of Reports:** Today, 23andMe is one of the top players in the DNA testing market. Their Ancestry report is



### #3 AncestryDNA

#### Pro :

- Autoosomal DNA Test Offered
- Very Large Database of Customers

#### Con :

- Owned in part by data company
- No mtDNA or Y-DNA Test
- Limited Health Report
- Very Limited Return Policy with Fee

 3.9/ Stars

**Overall Rating: Above Average**

[See Details \(ancestry.com\)](#)

**Overview:** Ancestry.com has been in business for a long time, which has allowed them to learn from mistakes and slowly acquire a large base of customers from their genealogy services. This has made them one of the top players in DNA Testing.

**Company Reputation:** Ancestry Publishing was founded in 1983 and eventually grew into a genealogy service, allowing customers to sort through historical records to fill out family trees. They added DNA testing to their list of services in 2007, but didn't do it themselves until 2012.

Ancestry.com has an informed consent research clause in their service. You can opt out, but it's easy to miss, and plenty of customers have realized too late that their data is being used in genetic research. Ancestry is also owned in part by AOL and Compaq, both large data companies. Finally, GIC, the Government of Singapore Investment Corporation, is also a major shareholder.

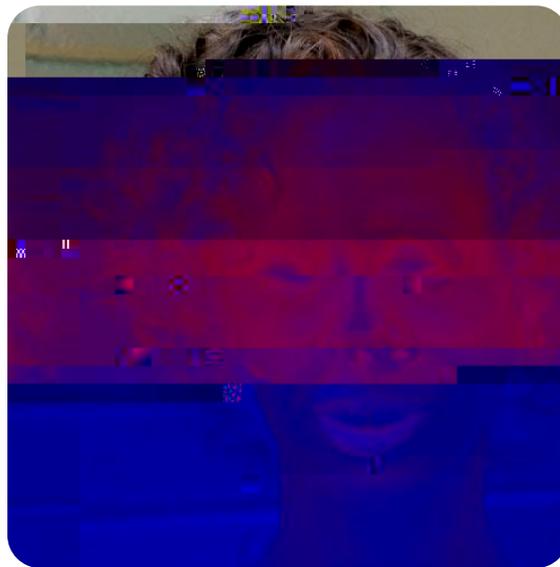
\*Results may be experienced differently by different individuals. This report is developed from clinical studies, research, and customer reviews analyzed by the editor. Further supporting research and documentation can be found in the references.

found in the "Research" section as well as the "Discoveries" section of Genetic Digest.

## WHAT YOU WILL LEARN

- ✓ How DNA Tests Work
- ✓ Why Many Aren't Good Quality
- ✓ How To Select A Good DNA Test
- ✓ Where To Get A Great AncestryDNA Test

### Our Editor



Nikki Collin

Nikki Collin is a scientist and writer, who has worked for prestigious institutions such as the IU School of Medicine and the Center for Disease Control and Prevention (CDC).

### About

At Genetic Digest, we're consumer too and we want the best deal on the highest quality goods at the most reasonable price as much as anyone else. When all of our senses are constantly overloaded 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.

### Genetic Digest Top Choice

2/23/2021

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(/ e t\_ancestry\_genealogy\_dna\_test/rigenetics\_feb22.html)



4.9/5

Overall Rating: Excellent

See details

(/best\_ancestry\_genealogy\_dna\_test/rigenetics\_feb22.html)



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