

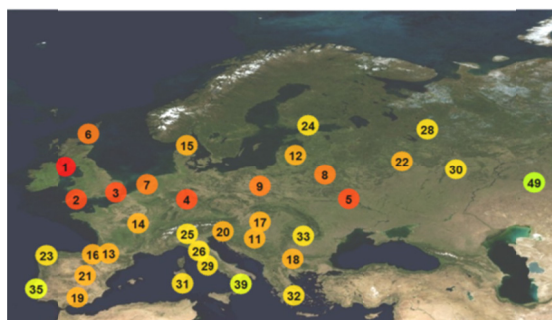
DNA Tribes SNP® Update for August 2012

We are pleased to announce a new update for DNA Tribes® SNP analysis. This includes several *New* and *Enhanced* features for a total 40+ page analysis for each person’s genotype.

New Populations: Several new populations have been added to our SNP database:

New European populations:

- Andalusia Spain
- Germany and Austria
- Greek Mixed
- Italy General
- Netherlands
- Portugal
- Russia General
- Serbia and Croatia
- Southern Italy and Sicily



New Middle Eastern populations:

- Assyria

New East Asia populations:

- Tibet

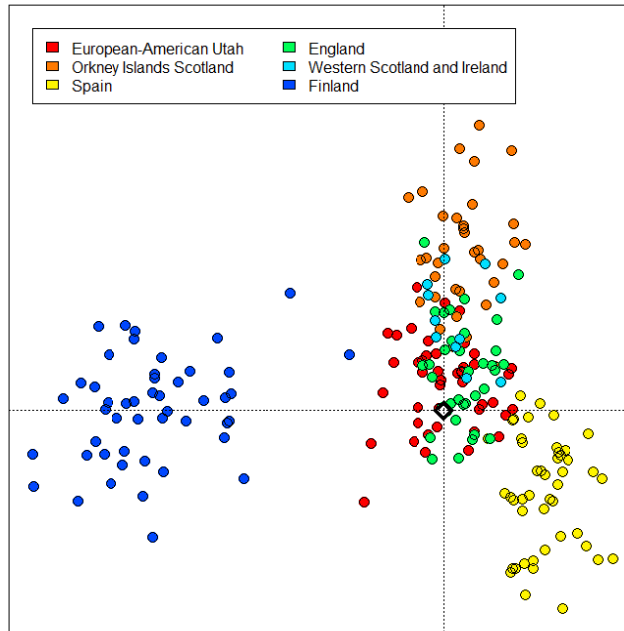
New Population Mixture Analysis (Native and Diasporic): Each person’s report now includes admixture comparisons to our SNP database. This includes (1) Native Populations and (2) Global Population admixture analysis (including communities that have migrated or mixed in recent history).

Population admixture does not identify percentages of ethnicity or nationality, but instead identifies more specific geographical signals that can express more ancient links between populations. For instance:

Population	Percentage
European-American Utah	17.8%
England	12.3%
Finland	11.3%
Spain	10.0%
Orkney Islands Scotland	8.8%
Western Scotland and Ireland	8.6%
Cornwall West Britain	7.0%
Vologda Northern Russia	5.1%
Poland	3.4%
Sardinia	3.2%
France	2.7%
North Kannadi India	1.6%

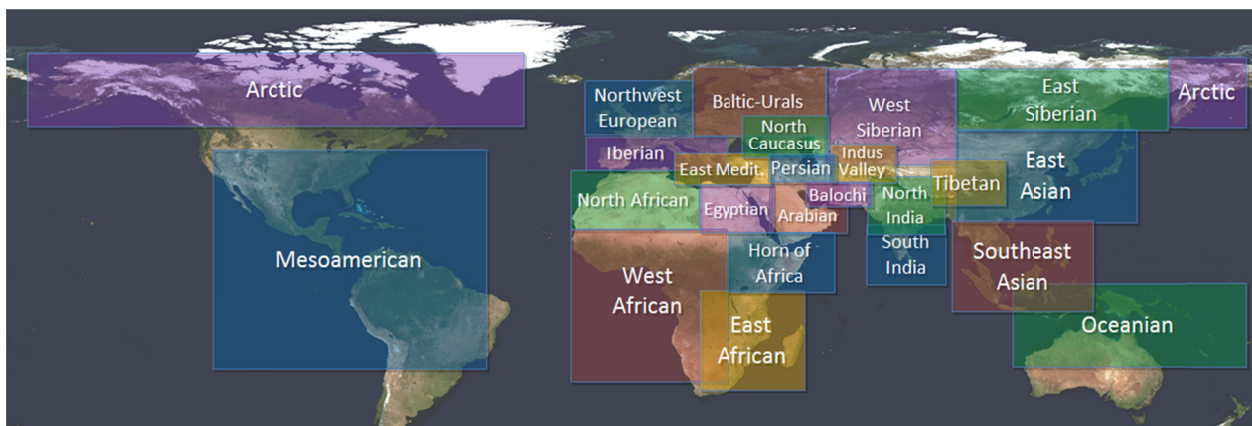
Cyprus	1.5%
Jewish Iraq	1.5%
Belarus	1.3%
Scandinavia	1.2%
Turkmen	0.9%
Basque France	0.6%
Andalusia Spain	0.5%
Chuvash Russian Federation	0.4%
Pima Mexico	0.1%
Ukraine	0.1%
Bulgaria	0.1%
Tuscany Italy	0.1%

New Personalized MDS (Multi-Dimensional Scaling): To expand on admixture results, each person's report now includes MDS analysis that visualizes your genotype's relationships to: (1) Continents; (2) World Regions; (3) Native Populations; and (4) Global Populations.



Enhanced World Region Analysis: Our updated regional admixture and MDS analysis now distinguishes a total of 24 world regions, including several new and more detailed regions:

- North Caucasus
- East Mediterranean
- Egyptian
- Persian
- North India
- Balochi
- West Siberian
- Tibetan





Enhanced “Calculator Effect” Removed: As of our August 2012 update, total similarity and admixture results will now be directly comparable for all samples, regardless of whether you have submitted your genotype to be included in our analysis.

Note: Customers with a family member included in a native population in our database will still be affected by the calculator effect. These customers can obtain higher total similarity scores and admixture percentages for that population and related world region.

Updated on Website World Admixture Tables: Comprehensive admixture tables listing the continental and regional components of world populations in our database are available at <http://www.dnatribes.com/dnatribes-snp-admixture-2012-08-01.pdf>.

Updated on Website Sample Reports: Updated DNA Tribes® SNP reports for several world populations are available at <http://dnatribes.com/snp.html>. New SNP analysis orders (**Sale Price \$59.99**) and updates to your personal DNA Tribes® SNP report can also be ordered at this link.