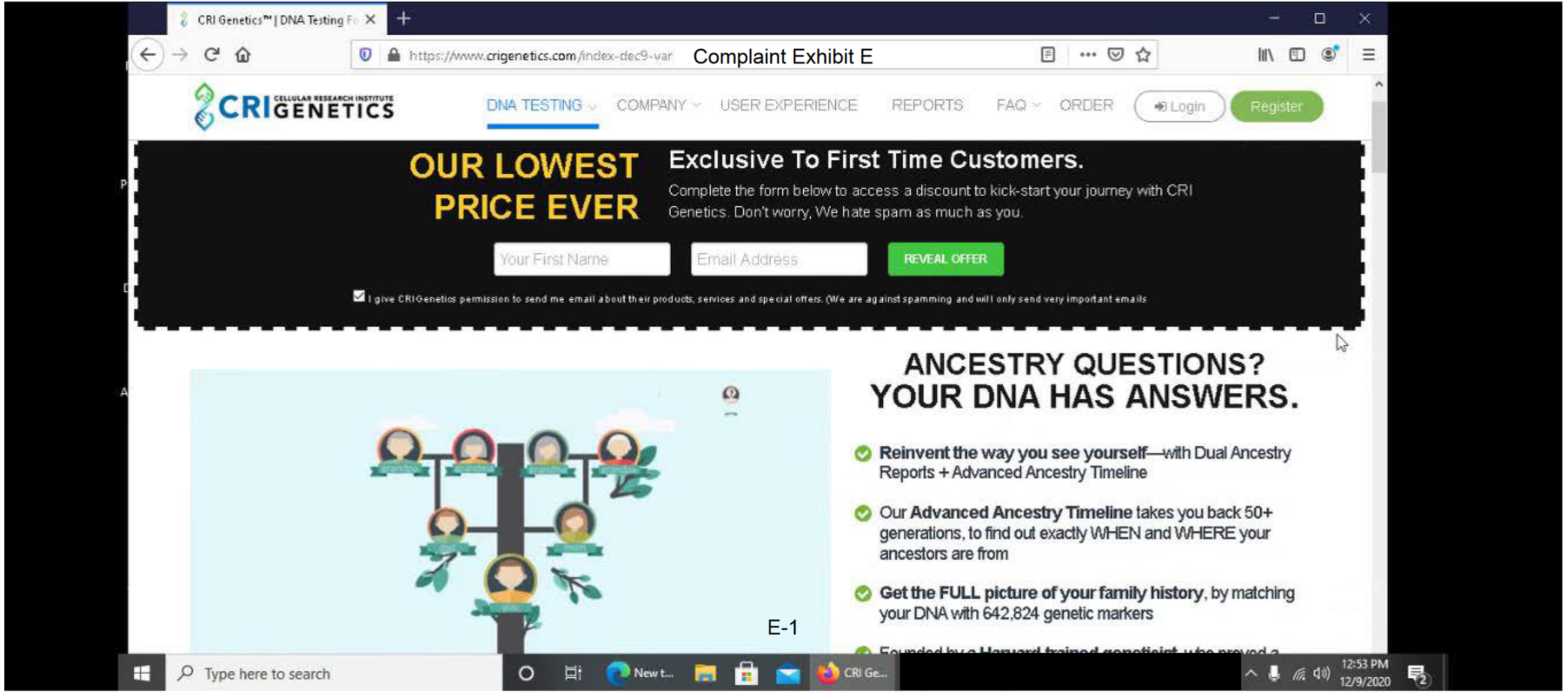
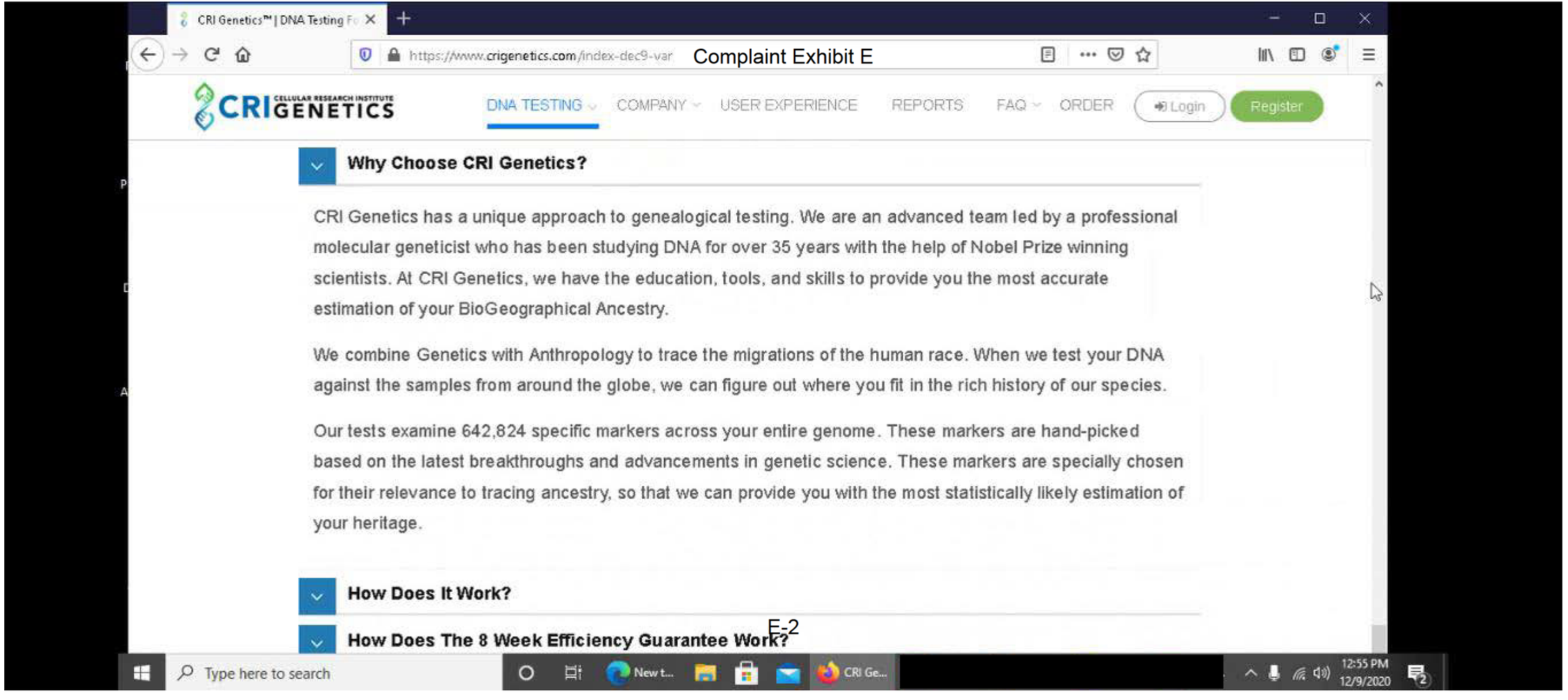
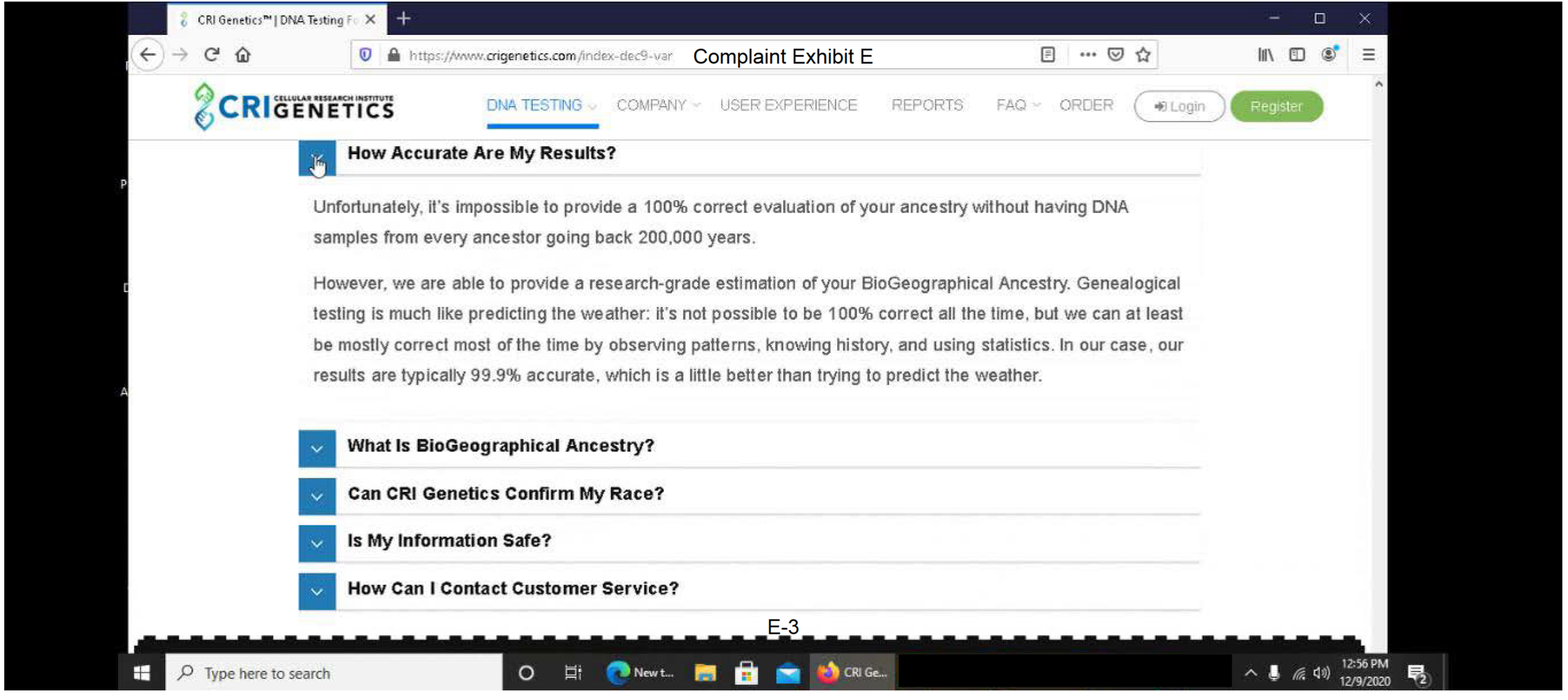
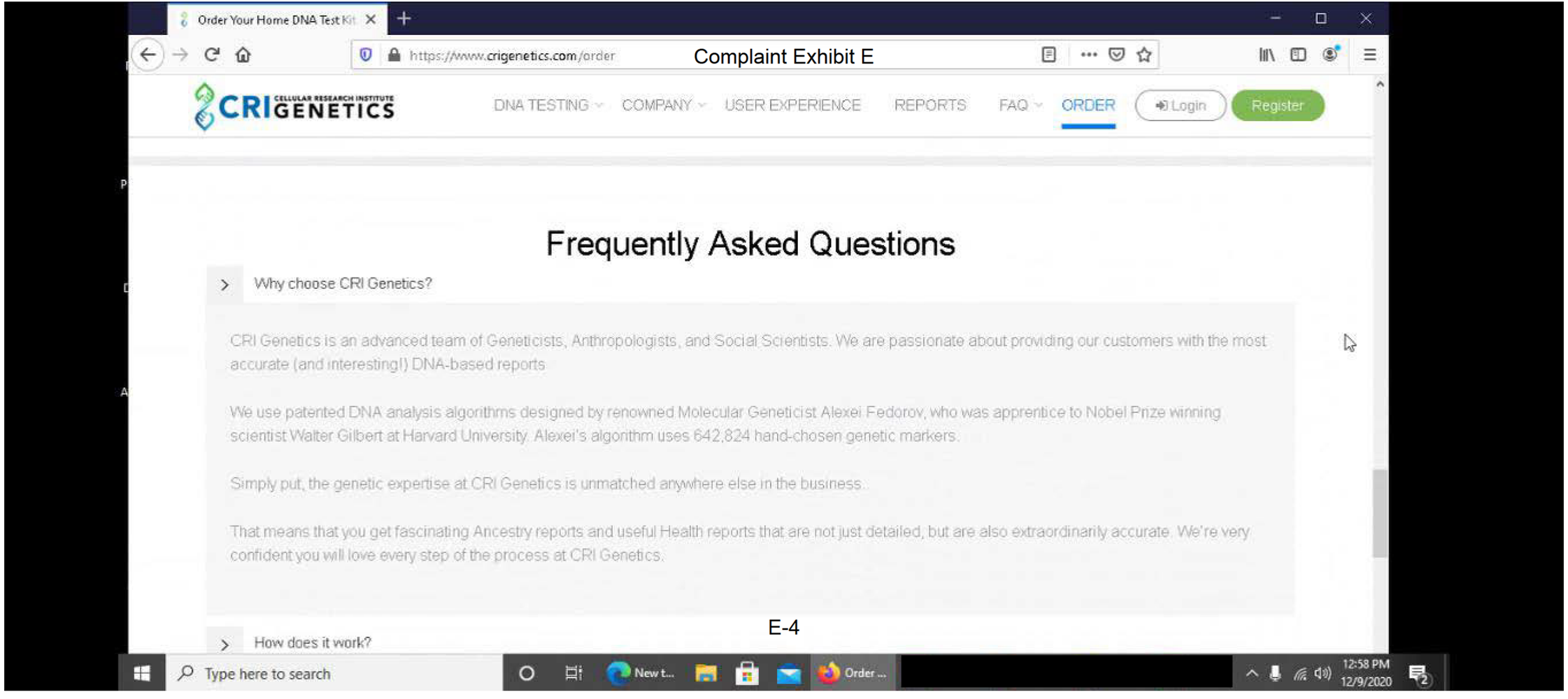
EXHIBIT E

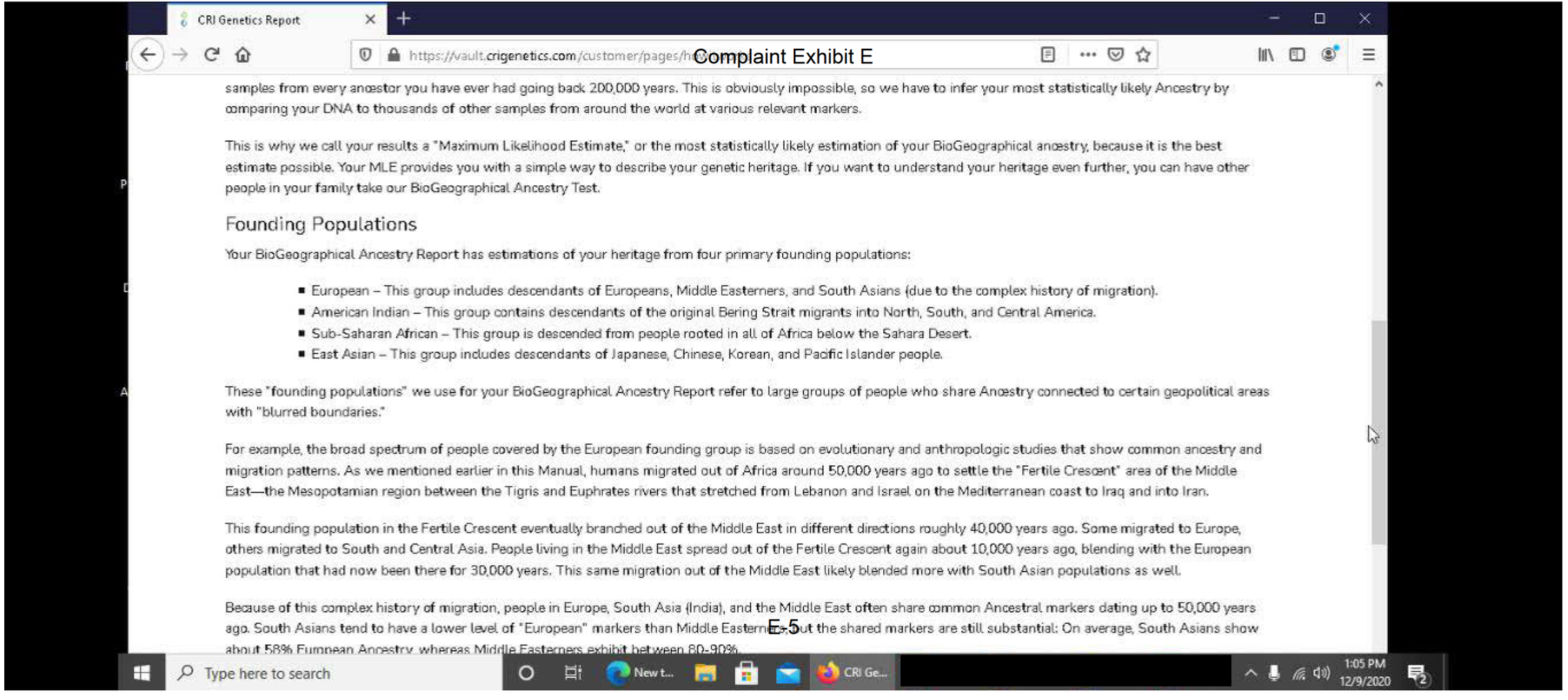

CRI Genetics™ | DNA Testing Fo
https://www.crigenetics.com/index-dec9-var
Complaint Exhibit E
CRI CELLULAR RESEARCH INSTITUTE GENETICS
DNA TESTING
COMPANY
USER EXPERIENCE
REPORTS
FAQ
ORDER
Login
Register
OUR LOWEST PRICE EVER
Exclusive To First Time Customers.
Complete the form below to access a discount to kick-start your journey with CRI Genetics. Don't worry, We hate spam as much as you.
Your First Name
Email Address
REVEAL OFFER
I give CRIGenetics permission to send me email about their products, services and special offers. (We are against spamming and will only send very important emails
ANCESTRY QUESTIONS? YOUR DNA HAS ANSWERS.
Reinvent the way you see yourself—with Dual Ancestry Reports + Advanced Ancestry Timeline
Our Advanced Ancestry Timeline takes you back 50+ generations, to find out exactly WHEN and WHERE your ancestors are from
Get the FULL picture of your family history, by matching your DNA with 642,824 genetic markers
E-1
Type here to search
12:53 PM
12/9/2020

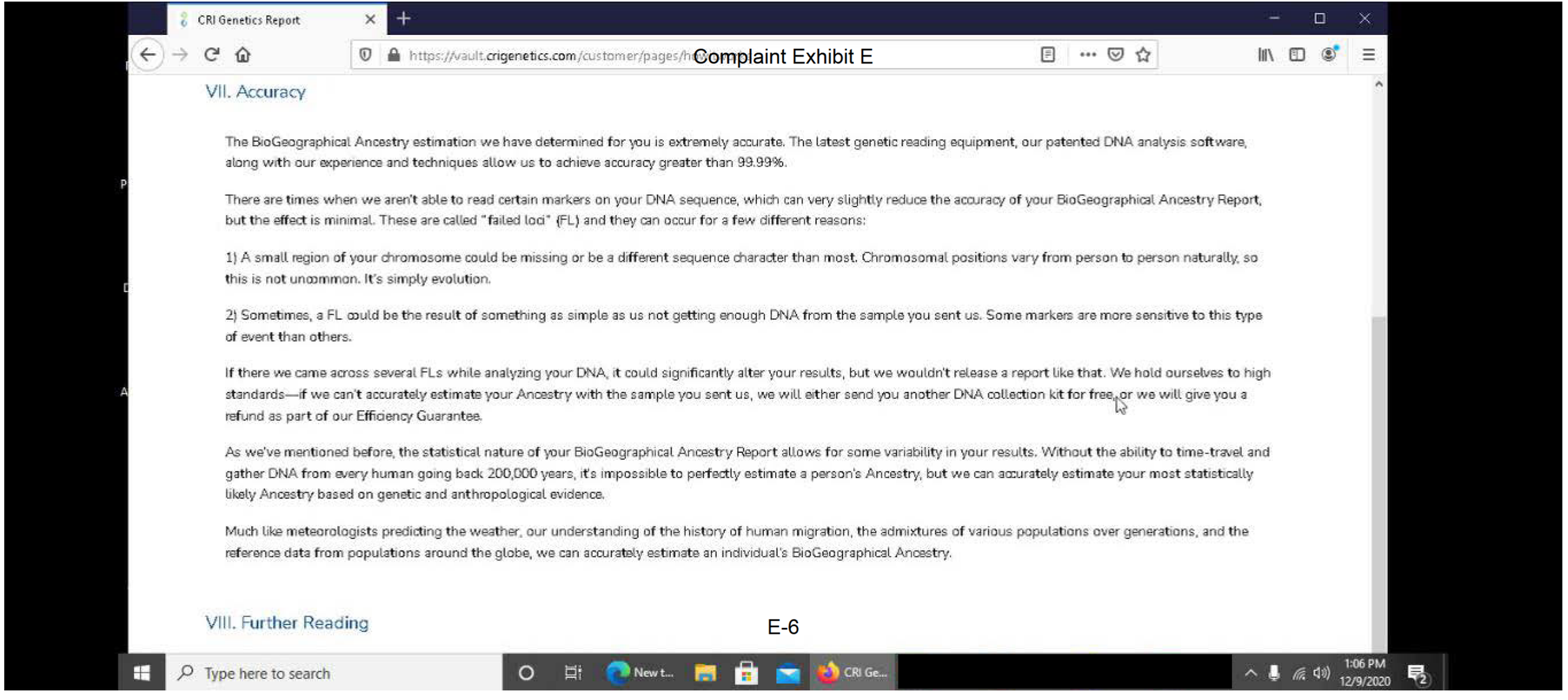

CRI Genetics™ | DNA Testing Fo
https://www.crigenetics.com/index-dec9-var
Complaint Exhibit E
CRI CELLULAR RESEARCH INSTITUTE GENETICS
DNA TESTING
COMPANY
USER EXPERIENCE
REPORTS
FAQ
ORDER
Login
Register
Why Choose CRI Genetics?
CRI Genetics has a unique approach to genealogical testing. We are an advanced team led by a professional molecular geneticist who has been studying DNA for over 35 years with the help of Nobel Prize winning scientists. At CRI Genetics, we have the education, tools, and skills to provide you the most accurate estimation of your BioGeographical Ancestry.
We combine Genetics with Anthropology to trace the migrations of the human race. When we test your DNA against the samples from around the globe, we can figure out where you fit in the rich history of our species.
Our tests examine 642,824 specific markers across your entire genome. These markers are hand-picked based on the latest breakthroughs and advancements in genetic science. These markers are specially chosen for their relevance to tracing ancestry, so that we can provide you with the most statistically likely estimation of your heritage.
How Does It Work?
How Does The 8 Week Efficiency Guarantee Work?
E-2
Type here to search
12:55 PM
12/9/2020

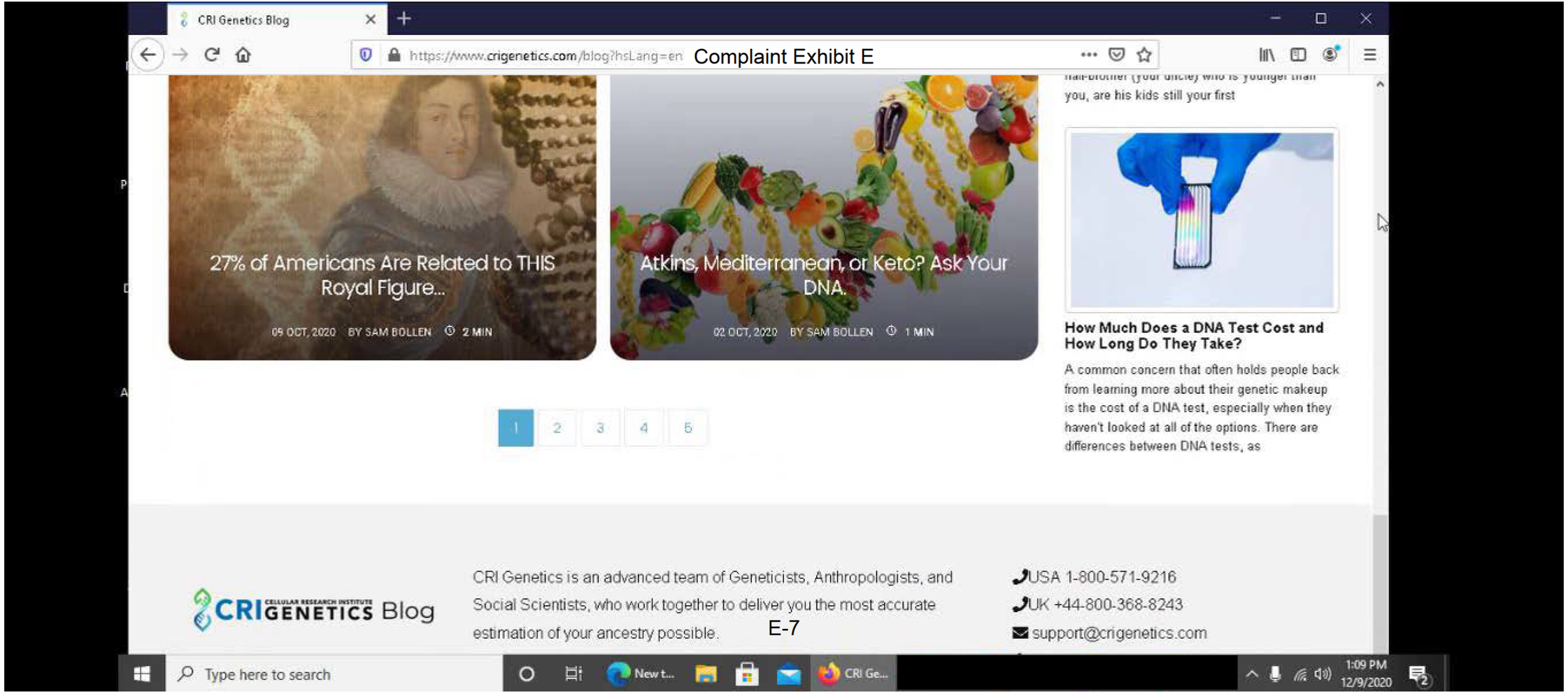

CRI Genetics™ | DNA Testing Fo
https://www.crigenetics.com/index-dec9-var
Complaint Exhibit E
CRI GENETICS
CELLULAR RESEARCH INSTITUTE
DNA TESTING
COMPANY
USER EXPERIENCE
REPORTS
FAQ
ORDER
Login
Register
How Accurate Are My Results?
Unfortunately, it's impossible to provide a 100% correct evaluation of your ancestry without having DNA samples from every ancestor going back 200,000 years.
However, we are able to provide a research-grade estimation of your BioGeographical Ancestry. Genealogical testing is much like predicting the weather: it's not possible to be 100% correct all the time, but we can at least be mostly correct most of the time by observing patterns, knowing history, and using statistics. In our case, our results are typically 99.9% accurate, which is a little better than trying to predict the weather.
What Is BioGeographical Ancestry?
Can CRI Genetics Confirm My Race?
Is My Information Safe?
How Can I Contact Customer Service?
E-3
Type here to search
New t...
CRI Ge...
12:56 PM
12/9/2020


Order Your Home DNA Test Kit
https://www.crigenetics.com/order
Complaint Exhibit E
CRI CELLULAR RESEARCH INSTITUTE GENETICS
DNA TESTING
COMPANY
USER EXPERIENCE
REPORTS
FAQ
ORDER
Login
Register
Frequently Asked Questions
Why choose CRI Genetics?
CRI Genetics is an advanced team of Geneticists, Anthropologists, and Social Scientists. We are passionate about providing our customers with the most accurate (and interesting!) DNA-based reports.
We use patented DNA analysis algorithms designed by renowned Molecular Geneticist Alexei Fedorov, who was apprentice to Nobel Prize winning scientist Walter Gilbert at Harvard University. Alexei's algorithm uses 642,824 hand-chosen genetic markers.
Simply put, the genetic expertise at CRI Genetics is unmatched anywhere else in the business.
That means that you get fascinating Ancestry reports and useful Health reports that are not just detailed, but are also extraordinarily accurate. We're very confident you will love every step of the process at CRI Genetics.
How does it work?
Type here to search
New t...
Order ...
12:58 PM
12/9/2020

E-4


CRI Genetics Report
https://vault.crigenetics.com/customer/pages/h
Complaint Exhibit E
samples from every ancestor you have ever had going back 200,000 years. This is obviously impossible, so we have to infer your most statistically likely Ancestry by comparing your DNA to thousands of other samples from around the world at various relevant markers.
This is why we call your results a "Maximum Likelihood Estimate," or the most statistically likely estimation of your BioGeographical ancestry, because it is the best estimate possible. Your MLE provides you with a simple way to describe your genetic heritage. If you want to understand your heritage even further, you can have other people in your family take our BioGeographical Ancestry Test.
Founding Populations
Your BioGeographical Ancestry Report has estimations of your heritage from four primary founding populations:
European – This group includes descendants of Europeans, Middle Easterners, and South Asians (due to the complex history of migration).
American Indian – This group contains descendants of the original Bering Strait migrants into North, South, and Central America.
Sub-Saharan African – This group is descended from people rooted in all of Africa below the Sahara Desert.
East Asian – This group includes descendants of Japanese, Chinese, Korean, and Pacific Islander people.
These "founding populations" we use for your BioGeographical Ancestry Report refer to large groups of people who share Ancestry connected to certain geopolitical areas with "blurred boundaries."
For example, the broad spectrum of people covered by the European founding group is based on evolutionary and anthropologic studies that show common ancestry and migration patterns. As we mentioned earlier in this Manual, humans migrated out of Africa around 50,000 years ago to settle the "Fertile Crescent" area of the Middle East—the Mesopotamian region between the Tigris and Euphrates rivers that stretched from Lebanon and Israel on the Mediterranean coast to Iraq and into Iran.
This founding population in the Fertile Crescent eventually branched out of the Middle East in different directions roughly 40,000 years ago. Some migrated to Europe, others migrated to South and Central Asia. People living in the Middle East spread out of the Fertile Crescent again about 10,000 years ago, blending with the European population that had now been there for 30,000 years. This same migration out of the Middle East likely blended more with South Asian populations as well.
Because of this complex history of migration, people in Europe, South Asia (India), and the Middle East often share common Ancestral markers dating up to 50,000 years ago. South Asians tend to have a lower level of "European" markers than Middle Easterners, but the shared markers are still substantial: On average, South Asians show about 58% European Ancestry, whereas Middle Easterners exhibit between 80-90%
E-5
Type here to search
New t...
CRI Ge...
1:05 PM
12/9/2020


CRI Genetics Report
https://vault.crigenetics.com/customer/pages/h
Complaint Exhibit E
VII. Accuracy
The BioGeographical Ancestry estimation we have determined for you is extremely accurate. The latest genetic reading equipment, our patented DNA analysis software, along with our experience and techniques allow us to achieve accuracy greater than 99.99%.
There are times when we aren't able to read certain markers on your DNA sequence, which can very slightly reduce the accuracy of your BioGeographical Ancestry Report, but the effect is minimal. These are called "failed loci" (FL) and they can occur for a few different reasons:
1) A small region of your chromosome could be missing or be a different sequence character than most. Chromosomal positions vary from person to person naturally, so this is not uncommon. It's simply evolution.
2) Sometimes, a FL could be the result of something as simple as us not getting enough DNA from the sample you sent us. Some markers are more sensitive to this type of event than others.
If there we came across several FLs while analyzing your DNA, it could significantly alter your results, but we wouldn't release a report like that. We hold ourselves to high standards—if we can't accurately estimate your Ancestry with the sample you sent us, we will either send you another DNA collection kit for free, or we will give you a refund as part of our Efficiency Guarantee.
As we've mentioned before, the statistical nature of your BioGeographical Ancestry Report allows for some variability in your results. Without the ability to time-travel and gather DNA from every human going back 200,000 years, it's impossible to perfectly estimate a person's Ancestry, but we can accurately estimate your most statistically likely Ancestry based on genetic and anthropological evidence.
Much like meteorologists predicting the weather, our understanding of the history of human migration, the admixtures of various populations over generations, and the reference data from populations around the globe, we can accurately estimate an individual's BioGeographical Ancestry.
VIII. Further Reading
E-6
Type here to search
New t...
CRI Ge...
1:06 PM
12/9/2020


CRI Genetics Blog
https://www.crigenetics.com/blog?hsLang=en
Complaint Exhibit E
27% of Americans Are Related to THIS Royal Figure...
09 OCT, 2020 BY SAM BOLLEN 2 MIN
Atkins, Mediterranean, or Keto? Ask Your DNA.
02 OCT, 2020 BY SAM BOLLEN 1 MIN
you, are his kids still your first
How Much Does a DNA Test Cost and How Long Do They Take?
A common concern that often holds people back from learning more about their genetic makeup is the cost of a DNA test, especially when they haven't looked at all of the options. There are differences between DNA tests, as
1 2 3 4 5
CRI GENETICS Blog
CRI Genetics is an advanced team of Geneticists, Anthropologists, and Social Scientists, who work together to deliver you the most accurate estimation of your ancestry possible.
E-7
USA 1-800-571-9216
UK +44-800-368-8243
support@crigenetics.com
Type here to search
1:09 PM
12/9/2020