

EXHIBIT L

The screenshot shows the CRI Genetics website. At the top, the navigation bar includes 'DNA TESTING', 'COMPANY', 'USER EXPERIENCE', 'REPORTS', 'FAQ', and 'ORDER'. There are 'Login' and 'Register' buttons. The main banner features the text '5TH ANNIVERSARY SALE - 50% OFF' and 'OUR LOWEST PRICE EVER'. Below this, it says 'Exclusive To First Time Customers.' and provides a form with fields for 'Your First Name' and 'Email Address', and a 'REVEAL OFFER' button. A checkbox is checked, indicating consent to receive emails. Below the banner, there is a video player with the title 'What's The Meaning Of YOUR Life?' and a testimonial from Jessica from Steele, AL, who says 'Got a CRI Genetics Kit 5 minutes ago verified by Proof'. To the right of the video, there is a section titled 'ANCESTRY QUESTIONS? CRI HAS THE ANSWERS!' with five bullet points:

- ✓ An Ancestry DNA Company you can **TRUST**—we promise that your data is never sold or shared
- ✓ 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 **WHEN** and **WHERE** your ancestors are from
- ✓ Get the **FULL** picture of your family history, by matching your DNA with 527,414 genetic markers
- ✓ Founded by a **Harvard-trained geneticist**, who proved a **Nobel Prize-winning** theory

The screenshot shows a web browser window with the URL crigenetics.com/orderftc?submissionGuid=1ad6f135-f605-41d7-b362-b1ade9ebb49a. The page features the CRI Genetics logo and a navigation menu with links for DNA TESTING, COMPANY, USER EXPERIENCE, REPORTS, FAQ, and ORDER. There are also buttons for Login and Register. The main content area is titled "Select An Option Below." and displays two product cards. The first card, "Ancestry", lists features: Dual BioGeographical Ancestry Reports, Detailed Percentage Breakdown of Your Heritage, Ancestry Timeline Report, and a Protected by 8 Week Efficiency Guarantee. The price is \$79 (originally \$99) with an "ORDER NOW" button. The second card, "Ancestry + Health", is marked as a "BEST CHOICE" and lists features: Everything in Our Ancestry Package PLUS... All Current Health Reports (80+), Get to Know Yourself Better than Ever, and Protected by 8-Week Efficiency Guarantee. The price is \$99 (originally \$199) with an "ORDER NOW" button. The footer includes a shopping cart link, the CRI Genetics logo, and a "Chat with an Expert" button.

Order - CRI Genetics

crigenetics.com/orderftc?submissionGuid=1ad6f135-f605-41d7-b362-b1ade9ebb49a

CELLULAR RESEARCH INSTITUTE
CRIGENETICS

DNA TESTING COMPANY USER EXPERIENCE REPORTS FAQ ORDER Login Register

Select An Option Below.

Ancestry

Dual BioGeographical Ancestry Reports
Detailed Percentage Breakdown of Your Heritage
Ancestry Timeline Report
Protected by 8 Week Efficiency Guarantee

\$79 ~~\$99~~

ORDER NOW

Ancestry + Health BEST CHOICE

Everything in Our Ancestry Package PLUS...
All Current Health Reports (80+)
Get to Know Yourself Better than Ever
Protected by 8-Week Efficiency Guarantee

\$99 ~~\$199~~

ORDER NOW

www.1shoppingcart.com/SecureCart/SecureCart.aspx?mid=86A579A1-8F8A-42D7-900E-BDD39...

CELLULAR RESEARCH INSTITUTE
CRIGENETICS

Chat with an Expert

CELLULAR RESEARCH INSTITUTE
CRIGENETICS

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VISA MasterCard DISCOVER

Questions?
1-800-571-9216

4.6 rating out of 1088 reviews

Ernesto Alvarez
★★★★★
my family is from Cuba and Spain. but apparently I'm actually 40% Italian and very little from Sp...
less than an hour ago

Checkout → Confirmation

Billing Information

Required fields are in bold.

PayPal Check out
The safer, easier way to pay

SECURE

Subtotal:	\$79.00
Shipping:	\$10.87
Total:	\$89.87

Coupon code (optional):

First Name

Last Name

Company

Phone

Secondary Phone

Fax

Email

Confirm Email

Address

Address 2

City

ZIP/Postal Code

Country

State

CRI Genetics

← → ↻ mcssl.com/SecureCart/Checkout.aspx?mid=86A579A1-8F8A-42D7-900E-BDD398A6D4FD&sctoken=498a08e5725f4c049b00e4d1671768d0&_htsc=71203407.04c409f5be9fcb04f00a000da5f316c.162509682... ☆ Error

Checkout → Confirmation

Billing Information

Required fields are in bold.

First Name [Redacted]
Last Name [Redacted]
Company [Redacted]
Phone [Redacted]
Secondary Phone [Redacted]
Fax [Redacted]
Email [Redacted]
Confirm Email [Redacted]
Address [Redacted]
Address 2 [Redacted]
City [Redacted]
ZIP/Postal Code [Redacted]
Country: United States
State: Washington
 Remember my information

PayPal Check out
The safer, easier way to pay

COMODO SECURE

Subtotal:	\$79.00
Shipping:	\$10.87
Sales Tax:	\$8.64
Total:	\$98.51

Coupon code (optional): [] [Apply]

Shipping

Ship to a different address?
Shipping - \$10.87

Payment Information

Credit Card Debit Card

Name on Card []

CRI Genetics

← → ↻ mcssl.com/SecureCart/Checkout.aspx?mid=86A579A1-8F8A-42D7-900E-BDD398A6D4FD&sctoken=498a08e5725f4c049b00e4d1671768d0&_hstc=71203407.04c409f5be9fcb04f00a000da5f316c162509682... ☆ Error

United States
State: Washington
 Remember my information

Shipping

Ship to a different address?
Shipping - \$10.87

Payment Information

Credit Card Debit Card

Name on Card [REDACTED]
Card Type: Visa
Card Number [REDACTED]
Expiration Date [REDACTED] (MM/YYYY)
CVV2 [REDACTED] [What's this?](#)

Comments/Special Delivery Instructions

[REDACTED]

I authorize CRI Genetics to charge me for the order total. I further affirm that the name and personal information provided on this form are true and correct. I further declare that I have read, understand and accept CRI Genetics's business terms as published on their website. By pressing the Submit Order button below, I agree to pay CRI Genetics.

[Return to Cart](#) [Submit Order](#)

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Questions?
1-800-571-9216

✓ STEP 1 ORDER APPROVED STEP 2 PRODUCT OPTIONS STEP 3 FINAL CONFIRMATION

 Your order is not complete
Do not hit the "Back" button as it can lead to a multiple charge on your card

Congratulations!
You've been chosen for a **SPECIAL REWARD.**

Hi. I'm Alexei Fedorov, Chief Scientific Officer at CRI Genetics.

I wanted to take a quick moment to welcome you to the CRI Genetics Community!

I'm very excited for you to learn all the interesting new things about your family history that you may not have known before...

There are very few things more important in life than knowing who you are and where you come from. It's what makes you, well, you!

There might be even MORE I can tell you outside of your Ancestry Reports that I can only give to 1 out of every 100 customers...

Take a look at this **ONE-TIME SPECIAL OFFER:**

Add a **Maternal Haplogroup Report** to your order
for **15% OFF!**


Waiting for www.facebook.com...

CRI Genetics

msssl.com/SecureCart/Offer.aspx?mid=86A579A1-8F8A-42D7-900E-BDD398A6D4FD&scstoken=498a08e5725f4c049b00e4d1671768d0&fid=1bddb76239deb94f8c29df57054b68d4%20%20%20%20&oid=6e4...

Add a maternal haplogroup report to your order for 15% OFF!

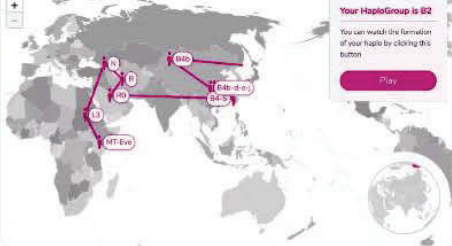
REGULAR PRICE: ~~\$97~~
SALE PRICE: \$82.45
YOU SAVE: \$14.55



You Belong to Haplogroup **B2**

A haplogroup is a collection of common inherited genes that trace male or female ancestor lines back to an original parent. Unlike regular DNA, mtDNA exists outside the nucleus of your cells is only passed down by mothers to daughters & sons. Haplogroup B2 represents a common ancestor that ties you directly to ancestral Mitochondrial Eve (ME).

- B1a
- B4b-d-e-j
- B4
- B4-5
- R0
- R
- N
- L3
- MT-Eve



Your Haplogroup is **B2**

You can watch the formation of your haplo by clicking this button

Play

What is a Maternal Haplogroup Report?

Let me tell you about Mitochondrial DNA (mtDNA). You inherit mtDNA specifically from your mother. This is a completely different set of DNA than what we examine to compile your BioGeographical Ancestry Report.

The BioGeographical Ancestry Test you purchased is an **Autosomal DNA Test**. In that test, we examine specific locations on your chromosomes and compare them against relevant genetic markers to determine your Ancestry.

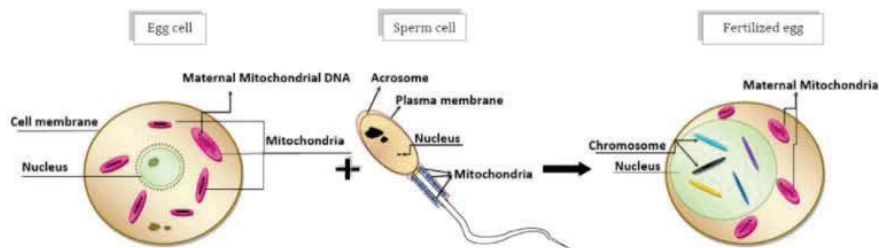
When we examine your **mtDNA**, we won't be looking at your chromosomes at all!

Here's what I mean:

The DNA sample you send us for your BioGeographical Ancestry Test will contain cells from the tissue of your cheek. Your chromosomes are in the nucleus of those cells. Think of the nucleus as the "brain" of your cells.

Your mtDNA exists outside the nucleus of your cells, or outside the "brain" of your cells. Still in the body, but outside the brain. Your mtDNA is special because it comes **directly from your mother at conception**.

When an egg is fertilized, the chromosomes of the mother and father combine within the nucleus of the egg, while the mother's mtDNA stays outside the nucleus of the egg. Because the father's mtDNA never enters the egg cell, the mother's mtDNA inside the egg remains unchanged.




So why should you purchase a Maternal Haplogroup Report?

CRI Genetics

mcssl.com/SecureCart/Offer.aspx?mid=86A579A1-8F8A-42D7-900E-BDD398A6D4FD&stoken=498a08e5725f4c049b00e4d1671768d0&fid=1bddb76239deb94f8c29df57054b68d4%20%20%20%20&oid=6e4...

So why should you purchase a Maternal Haplogroup Report?

The biggest reason is because your mtDNA allows us to trace your **direct maternal ancestry**, from your mother up to your great great great great grandmother and beyond. This makes it a **more accurate test** than the Autosomal DNA Test you purchased for your BioGeographical Ancestry Report.



The Autosomal DNA Test uses 642,824 genetic markers on your chromosomes to see what percentages of your DNA belong to various populations around the globe. With the mtDNA Test, you can trace which specific Ancestry you've inherited specifically from your mother's side of the family! **You will receive a report that details how this specific piece of your Ancestry has moved around the world throughout human history and the impact your ancestors have had on Humanity today.**

Because the mtDNA examined for your Maternal Haplogroup Report examines a different set of DNA than the Autosomal DNA Test, it also requires a different process. Unlike the Autosomal DNA Test, where we extract chromosomes from the nucleus of your cells, the mtDNA Test requires us to extract a different kind of DNA from **outside** the nucleus and put it through a completely different examination.

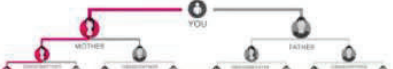
Unfortunately, this different process means that I can't offer everyone this **special opportunity**, because it's so much more complicated and affects the cost and efficiency of our services.

I'm still confident that we'll get your reports to you FAST, so your **15% OFF** purchase is STILL protected by our unique **Efficiency Guarantee**. You get your report in less than **8 weeks** or you get your **money back**.

Oh—and the Maternal Haplogroup Report is available to both men and women. EVERYONE gets mtDNA from their mother, so there are NO gender restrictions.

So take advantage of this **ONE-TIME** opportunity to **upgrade** your purchase to include the **Maternal Haplogroup Report** and trace your **direct maternal lineage**.

*** This is **one time offer**. We can **NEVER** show you this again***



The screenshot shows a web browser window with the URL mcssl.com/SecureCart/Offer.aspx?mid=86A579A1-8F8A-42D7-900E-BDD398A6D4FD&scctoken=498a08e5725f4c049b00e4d1671768d0&fid=1bddb76239deb94f8c29df57054b68d4%20%20%20%20&oid=6e4.... The main content area features a family tree diagram with 'YOU' at the center, branching into 'MOTHER' and 'FATHER'. Below the tree is a world map with a red line indicating a migration path. To the right of the map, there is a list of haplogroups: B1, B2, B3, B4, B5, B6, B7, B8, B9, B10, B11, B12, B13, B14, B15, B16, B17, B18, B19, B20, B21, B22, B23, B24, B25, B26, B27, B28, B29, B30, B31, B32, B33, B34, B35, B36, B37, B38, B39, B40, B41, B42, B43, B44, B45, B46, B47, B48, B49, B50, B51, B52, B53, B54, B55, B56, B57, B58, B59, B60, B61, B62, B63, B64, B65, B66, B67, B68, B69, B70, B71, B72, B73, B74, B75, B76, B77, B78, B79, B80, B81, B82, B83, B84, B85, B86, B87, B88, B89, B90, B91, B92, B93, B94, B95, B96, B97, B98, B99, B100. The offer details are as follows:

REGULAR PRICE: \$97
SALE PRICE: \$82.45
YOU SAVE: \$14.55

Click on the button below to upgrade your purchase to include the **mtDNA Test** and **Save \$14.55** (only \$82.45 for this extra report!)

YES I WANT THIS SPECIAL ADDED TO MY ORDER

(9.1 out of 10 customers choose this option)
or
No, I understand I will never see this offer again.

NO THANKS, I UNDERSTAND THAT I WON'T SEE THIS OFFER AGAIN

At Celluar Research Institute (CRI Genetics), we want to partner with you and help you stay healthy through your life.

100% SATISFACTION GUARANTEED


Click on the button below to upgrade your purchase to include the **mtDNA Test** and **Save \$14.55** (only \$82.45 for this extra report!)

YES I WANT THIS SPECIAL ADDED TO MY ORDER

(9.1 out of 10 customers choose this option)
or
No, I understand I will never see this offer again.

NO THANKS, I UNDERSTAND THAT I WON'T SEE THIS OFFER AGAIN

At Celluar Research Institute (CRI Genetics), we want to partner with you and help you stay healthy through your life.



We are dedicated to see that you are 100% satisfied with our products and service. We offer guarantee on all our products because we know you will see results. If you don't see results, we don't want you to pay for it. We built our company on fair and honest dealing and continue to run it with the same principles every day.

If you ever have any questions, concerns or feedback, please feel free to call us at 1-800-571-9216 or email us at support@CRIGenetics.com

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1-800-571-9216

STEP 1 ORDER APPROVED STEP 2 PRODUCT OPTIONS STEP 3 FINAL CONFIRMATION

Your order is not complete
Do not hit the "Back" button as it can lead to a multiple charge on your card

Make the Most of **Your Ancestral Journey**

Take Advantage of this **EXCLUSIVE** Offer
for a Paternal Haplogroup Report!

Alexei Fedorov from CRI Genetics again with another **special reward** for you...

You purchased the **Ancestry Report** that will trace your **BioGeographical Ancestry** through our **Autosomal DNA Test**.

You might have at least seen the limited one-time offer for a **Maternal Haplogroup Report** that can only be offered to a few **select customers**. Only about **1 out of 100** of our customers get to see that offer.

Now, I want to show you an offer that we only show to about **1 out of 500** customers...

Add a **Y-DNA Test** to your order for **20% OFF!**

CRI Genetics

mscssl.com/SecureCart/Offer.aspx?mid=86A579A1-8F8A-42D7-900E-BDD398A6D4FD&stoken=498a08e5725f4c049b00e4d1671768d0&fid=1bddb76239deb94f8c29df57054b68d4%20%20%20&oid=bc9f...

You might have at least seen the limited one-time offer for a **maternal Haplogroup Report** that can only be offered to a few **select customers**. Only about **1 out of 100** of our customers get to see that offer.

Now, I want to show you an offer that we only show to about **1 out of 500** customers...

Add a Y-DNA Test to your order for 20% OFF!

REGULAR PRICE: ~~\$97~~
SALE PRICE: \$77.60
YOU SAVE: \$19.40

A haplogroup is a collection of common inherited genes that trace male or female ancestor lines back to an original parent. The Y chromosome is male-specific. During reproduction the Y chromosome passes down from father to son only. This is how **Haplogroup D** represents a common ancestor that ties you directly to the male ancestral Adam (Y).

You Belong to Haplogroup

Your Haplogroup is G
You can watch the formation of your haplo by clicking the button

Play

- NO
- K2
- K
- F
- CF
- BT
- A1b
- A1
- A
- Y-Adam

CRI Genetics

mcssl.com/SecureCart/Offer.aspx?mid=86A579A1-8F8A-42D7-900E-BDD398A6D4FD&stoken=498a08e5725f4c049b00e4d1671768d0&fid=1bddb76239deb94f8c29df57054b68d4%20%20%20%20&oid=bc9f...

A
Y-Adam

What is a Paternal Haplogroup Report?

Your **Paternal Haplogroup Report** will be compiled based on the results of a **Y-DNA Test**

Think of the **Y-DNA Test** as being the best of both the **mtDNA Test** and the **Autosomal DNA Test**.

Like the **mtDNA Test**, the **Y-DNA Test** traces direct parental lineage, this time on your father's side.

Like the **Autosomal DNA Test**, the **Y-DNA Test** uses your chromosomes to trace your heritage

In the **Y-DNA Test**, we will specifically examine your **Y-Chromosome**. Your Y-Chromosome is special because it has been passed down from father to son for centuries and has remained almost completely unchanged from generation to generation.

This allows us to trace your ancestral lineage from your father up to your great great great great grandfather and beyond, all the way back to the original "haplogroup" that your paternal ancestry started in.

```

graph TD
    Adam["Y chromosome Adam  
who belonged to an unknown haplogroup  
(Sometimes called Y for Y chromosome)"]
    A["A-Haplogroup"]
    B["B-Haplogroup"]
    C["C-Haplogroup"]
    D["D-Haplogroup"]
    E["E-Haplogroup"]
    F["F-Haplogroup"]
    G["G-Haplogroup"]
    H["H-Haplogroup"]
    I["I-Haplogroup"]
    J["J-Haplogroup"]
    K["K-Haplogroup"]
    L["L-Haplogroup"]
    M["M-Haplogroup"]
    N["N-Haplogroup"]
    O["O-Haplogroup"]
    P["P-Haplogroup"]
    Q["Q-Haplogroup"]
    R["R-Haplogroup"]

    Adam --- A
    Adam --- B
    Adam --- C
    Adam --- D
    Adam --- E
    Adam --- F
    Adam --- G
    Adam --- H
    Adam --- I
    Adam --- J
    Adam --- K
    Adam --- L
    Adam --- M
    Adam --- N
    Adam --- O
    Adam --- P
    Adam --- Q
    Adam --- R
    
```

The screenshot shows a web browser window with the following content:

Y-DNA Haplogroup Tree Diagram:

- G - Haplogroup** (green)
- I - Haplogroup** (green)
- J - Haplogroup** (orange)
- LJ - Haplogroup** (orange)
- M - Haplogroup** (orange)
- N - Haplogroup** (purple)
- O - Haplogroup** (purple)
- NO - Haplogroup** (blue)
- L - Haplogroup** (blue)
- P - Haplogroup** (green)
- Q - Haplogroup** (green)
- R - Haplogroup** (green)

Text Content:

This makes the Y-DNA Test **even MORE accurate** than the mtDNA Test.

See, the Y-Chromosome you inherited from your father is basically identical to the one that has been passed down from generation to generation for thousands of years...

But mtDNA might have 16,000 or more variations over the generations.

That's still a small number in genetics, which is why mtDNA tests can accurately trace maternal lineage, but still not as precise as a Y-DNA Test that follows the same chromosome throughout history.

Unfortunately, women don't have a Y-Chromosome, so we can't include this test with the usual Ancestry Report.

It's also a lengthier, more complicated process than just the Autosomal DNA Test by itself. **Your Paternal Haplogroup Report will also contain much more detail than your BioGeographical Ancestry Report. You will receive a report that details how this specific piece of your Ancestry has moved around the world throughout human history and the impact your ancestors have had on Humanity today.**

I'm still confident that we'll get your reports to you FAST, so your **20% OFF** purchase is STILL protected by our unique **Efficiency Guarantee**. You get your reports in less than **8 weeks** or you get your **money back**.

So take advantage of this **ONE-TIME** opportunity to **upgrade** your purchase to include the **Paternal Haplogroup Report** and trace your **direct paternal lineage**.

WARNING: Women cannot take the **Y-DNA Test** because women do not have a **Y-Chromosome**. If you are a woman, click **No**.

For a woman to get a Paternal Haplogroup Report, she would have to purchase a separate DNA Collection Kit and have her father, or a brother who has the same father, take that separate test and trace paternal lineage that way.

...of a woman to get a paternal haplogroup report, she would have to purchase a separate Y-DNA test kit and have her father, or a brother who has the same father, take that separate test and trace paternal lineage that way.

*** This is **one time offer**. We can **NEVER** show you this again***

REGULAR PRICE: \$97
SALE PRICE: \$77.60
YOU SAVE: \$19.40

Yes, I want to upgrade my purchase to include the **Paternal Haplogroup Report** and **Save \$19.40** (only \$77.60 for this extra report!)

YES I WANT THIS SPECIAL ADDED TO MY ORDER

(9.1 out of 10 customers choose this option)
or
No, I understand I will never see this offer again.

NO THANKS, I UNDERSTAND THAT I WON'T SEE THIS OFFER AGAIN

At Celluar Research Institute (CRI Genetics), we want to partner with you and help you stay healthy through your life.

...TION GUAR


Yes, I want to upgrade my purchase to include the **Paternal Haplogroup Report** and
Save \$19.40 (only \$77.60 for this extra report!)

YES I WANT THIS SPECIAL ADDED TO MY ORDER

(9.1 out of 10 customers choose this option)
or
No, I understand I will never see this offer again.

NO THANKS, I UNDERSTAND THAT I WON'T SEE THIS OFFER AGAIN

At Celluar Research Institute (CRI Genetics), we want to partner with you and help you stay healthy through your life.



We are dedicated to see that you are 100% satisfied with our products and service. We offer guarantee on all our products because we know you will see results. If you don't see results, we don't want you to pay for it. We built our company on fair and honest dealing and continue to run it with the same principles every day.

If you ever have any questions, concerns or feedback, please feel free to call us at 1-800-571-9216 or email us at support@CRIGenetics.com


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Questions?
1-800-571-9216

✓ STEP 1 ORDER APPROVED STEP 2 PRODUCT OPTIONS STEP 3 FINAL CONFIRMATION

 Your order is not complete
Do not hit the "Back" button as it can lead to a multiple charge on your card

Wait! Another **EXCLUSIVE** offer just for you...

Take advantage of this **ONE-TIME** offer
to find **Famous Relatives!**

When you're tracing your ancestral history back in time, it's exciting to discover so many things about yourself.

One of the most exciting things is finding famous people that you could be related to!

It might sound a little strange, but scientists have data from the DNA of several living and deceased individuals throughout history...Including some famous people!

And as another token of our appreciation, we'd like to invite you to...

Add a **Celebrity Haplogroup Report**
to your order for **50% OFF!**

it might sound a little strange, but scientists have data from the DNA of several living and deceased individuals throughout history...Including some famous people!

And as another token of our appreciation, we'd like to invite you to...

Add a **Celebrity Haplogroup Report** to your order for **50% OFF!**

REGULAR PRICE: \$19.99
SALE PRICE: \$9.99
YOU SAVE: \$10

YES I WANT THIS SPECIAL ADDED TO MY ORDER

NO THANKS, I UNDERSTAND THAT I WON'T SEE THIS OFFER AGAIN

Famous People
 Famous People Showing Your mtDNA Haplogroup (Maternal Lineage)

A Haplogroup is a collection of certain identified genes that have passed (mtDNA) from your mother's side back to an original person. Your mtDNA only carries the number of your cells in one strand when the mother's to daughters & sons. We use these Haplogroups to trace our common ancestry all the way back to Mitochondrial Eve (ME).

Based on the strand of your mtDNA, passed down to you from your mother's side, we discovered that several noteworthy individuals belonged to your Haplogroup. These individuals include:

- Yorubans (L1a1)** (1471 - 1868): The Yorubans are the most diverse and genetically rich population on Earth. They are the most genetically diverse population on Earth. They are the most genetically diverse population on Earth. They are the most genetically diverse population on Earth.
- Yoruba (L1a1)** (1471 - 1868): The Yorubans are the most diverse and genetically rich population on Earth. They are the most genetically diverse population on Earth. They are the most genetically diverse population on Earth.
- Yoruba (L1a1)** (1471 - 1868): The Yorubans are the most diverse and genetically rich population on Earth. They are the most genetically diverse population on Earth. They are the most genetically diverse population on Earth.

How does it work?

With your purchase of the BioGeographical Ancestry Report, we'll be comparing 842,824 genetic markers on your chromosomes against a database of thousands of individuals from around the world and identifying what "**Haplogroups**" your genes originate from.

Think of **Haplogroups** as the sort of "Founders" of entire groups of people. When Mankind evolved out of Africa millions of years ago, our ancestors migrated to different parts of the globe. The **Haplogroups** you belong to—whether they're European, Asian, or Native American—are the Founder Groups who originated in those areas.

Because scientists have data from the DNA of several famous people throughout history, we can tell you which historical figures belong to the same Haplogroups and just might be related to you.

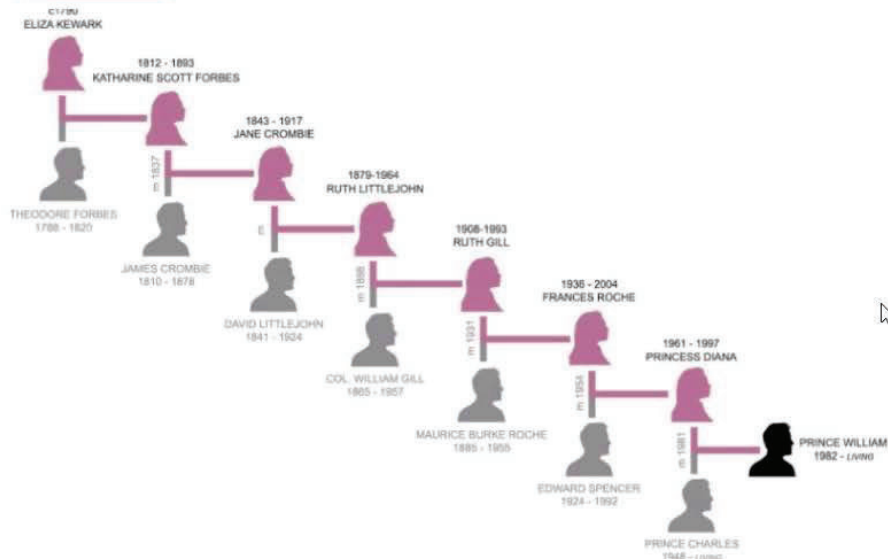
While actually being "related" to them is a bit of a stretch, you likely share DNA with some celebrities or

Because scientists have data from the DNA of several famous people throughout history, we can tell you which historical figures belong to the same Haplogroups and just might be related to you

While actually being "related" to them is a bit of a stretch, you likely share DNA with some celebrities or famous historical figures.



Prince William, Duke of Cambridge and heir to the British throne, was recently surprised to find out that he is part Gujarati Indian. His maternal great great great great grandfather (Princess Diana's great great great grandfather) was Theodore Forbes, a Scottish merchant who worked for the British East India Company. While doing business in Surat, India, he met Eliza Kewark and fathered two children with her, one of which is Prince William's great great great grandmother.



The screenshot shows a web browser window with the URL `mcssl.com/SecureCart/Offer.aspx?mid=86A579A1-8F8A-42D7-900E-BDD398A6D4FD&sctoken=498a08e5725f4c049b00e4d1671768d0&fid=1bddb76239deb94f8c29df57054b68d4%20%20%20%20&oid=644...`. The page features a family tree diagram with the following individuals:

- CUK, WILLIAM GILL (1865 - 1957)
- MAURICE BURKE ROCHE (1885 - 1956)
- EDWARD SPENCER (1924 - 1992)
- PRINCE CHARLES (1948 - Living)
- PRINCE WILLIAM (1962 - Living)

Below the diagram, the text reads: "That means there are likely people in India who will be surprised to find that they share DNA with British Royalty! What surprises will you find in your family history?"

A promotional message states: "*** This is **one time offer**. We can **NEVER** show you this again***"

The "Famous People" report preview includes the following text:

Famous People
Famous People Sharing Your mtDNA Haplogroup (Mother Lineage)

A haplogroup is a collection of common inherited genes that trace female (mtDNA) and male (Y-DNA) ancestry lines back to an original parent. Your mtDNA exists outside the nucleus of your cells; it is only passed down by mothers to daughters & sons. We use these haplogroups to trace our common ancestors all the way back to Mitochondrial Eve (ME).

Based on the analysis of your mtDNA, passed down to you from your mother's side, we discovered that several noteworthy individuals belonged to your haplogroup. These individuals include:

- Nicolaus Copernicus (1473-1543)**: The Renaissance astronomer that formulated a model of the universe that placed the Sun rather than the Earth at the center of the universe. He was a mathematician, astronomer, physician, translator, government, diplomat and economist.
- Empress Maria Theresa (1717-1780)**: was the only female ruler of the Habsburg dominions. She was the sovereign of Austria, Hungary, Croatia, Bohemia, Transylvania, Milan, Lombardy and Galicia, the Austrian Netherlands and Parma. By marriage, she was Duchess of Lorraine, Grand Duchess of Tuscany and Holy Roman Empress. Her maternal descendants include Emperor Joseph II, Leopold II and Ferdinand I, Frederick William II of Prussia, Tsar Peter II of Russia, Queen Marie Antoinette of France, William I of the Netherlands, Victor Emmanuel II of Italy, and Leopold II of Belgium.
- Napoleon Bonaparte (1769-1821)**: was a French military and political leader who rose to prominence during the French Revolution. He was Emperor of the French from 1804 until 1814.

Below the preview, the text reads: "Many customers come back to order more DNA reports later on and find that our kits are out of stock or backordered. Yes, I want to upgrade my purchase to include the **Celebrity Haplogroup Report** and **Save \$10.00** (only \$9.99 for this extra report!)"

A yellow button at the bottom of the offer says: "YES, I WANT THIS SPECIAL ADDED TO MY ORDER"

CRI Genetics

mcssl.com/SecureCart/Offer.aspx?mid=86A579A1-8F8A-42D7-900E-BDD398A6D4FD&scstoken=498a08e5725f4c049b00e4d1671768d0&fid=1bddb76239deb94f8c29df57054b68d4%20%20%20%20&oid=644...

Many customers come back to order more DNA reports later on and find that our kits are out of stock or backordered.

Yes, I want to upgrade my purchase to include the **Celebrity Haplogroup Report** and **Save \$10.00** (only \$9.99 for this extra report!)

YES I WANT THIS SPECIAL ADDED TO MY ORDER

(9.1 out of 10 customers choose this option)
or
No, I understand I will never see this offer again.

NO THANKS, I UNDERSTAND THAT I WON'T SEE THIS OFFER AGAIN

At Celluar Research Institute (CRI Genetics), we want to partner with you and help you stay healthy through your life.

100% SATISFACTION GUARANTEED

We are dedicated to see that you are 100% satisfied with our products and service. We offer guarantee on all our products because we know you will see results. If you don't see results, we don't want you to pay for it. We built our company on fair and honest dealing and continue to run it with the same principles every day.

If you ever have any questions, concerns or feedback, please feel free to call us at 1-800-571-9216 or email us at support@CRIGenetics.com

CRI Genetics

mcssl.com/SecureCart/Offer.aspx?mid=86A579A1-8F8A-42D7-900E-BDD398A6D4FD&scctoken=498a08e5725f4c049b00e4d1671768d0&fid=1bddb76239deb94f8c29df57054b68d4%20%20%20%20&oid=a05...

PayPal
VISA MasterCard DISCOVER

Questions?
1-800-571-9216

STEP 1 ORDER APPROVED STEP 2 PRODUCT OPTIONS STEP 3 FINAL CONFIRMATION

Your order is not complete
Do not hit the "Back" button as it can lead to a multiple charge on your card

Get a **2nd DNA Kit** for Friends or Family
at a Discounted Price

Congratulations on your decision to join the thousands of people who flock to DNA testing services to find out more about themselves and their families and live healthier, happier lives.

This is a decision you won't regret.

However, I have another **secret special offer** just for you...

We've found that most of our customers come back to order more tests after they see their reports, so that they can have other family members take the tests too and then compare results. Sometimes, it's because there is a family mystery that needs to be solved (such as a missing link in the family line). Sometimes, it's just fun to look and see who inherited what traits and what percentages of BioGeographical Ancestry and things like that...

Because believe it or not, you are likely to have different Ancestry percentages than your siblings (unless you're an identical twin), and most definitely different from your parents, aunts, uncles, and cousins.

Whatever the case may be for you, I want to give you an extra reward and help save you time (and money) by giving you ONE-TIME LIMITED OPPORTUNITY to add a completely separate DNA Collection Kit to your or another family member to use

Waiting for bat.bing.com...

you're an identical twin), and most definitely different from your parents, aunts, uncles, and cousins.

Whatever the case may be for you, I want to give you an extra reward and help save you time (and money) by giving you ONE-TIME LIMITED OPPORTUNITY to add a completely separate DNA Collection Kit to your order for a friend or another family member to use...

And you save **48.5% OFF**

REGULAR PRICE: ~~\$194.00~~
SALE PRICE: \$99.99
YOU SAVE: \$94.01

YES I WANT THIS SPECIAL ADDED TO MY ORDER

NO THANKS, I UNDERSTAND THAT I WON'T SEE THIS OFFER AGAIN

This separate kit for a friend or family member contains **2 reports**:

- 1) **BioGeographical Ancestry Report** from the Autosomal DNA Test
- 2) **YOUR CHOICE** between the **Maternal Haplogroup Report** from the mtDNA Test or the **Paternal Haplogroup Report** from the Y-DNA Test

NOTE: If you're a woman, **this is your chance** to trace your **Paternal Lineage**. If you purchase this additional kit at a **discounted price** and have either your father or brother take the test, you can **Trace Your Paternal Lineage**, assuming you and your brother have the same father. There are some situations where you could even have a male cousin take the Y-DNA Test, if the two of you share a grandfather.


Now, what could make a better gift for someone you love than ALL of the interesting information they can discover about themselves with a high quality DNA Test? Get it today and have fun comparing your traits

discover about themselves with a high quality DNA Test? Get it today and have fun comparing your traits together.

And just so you know: our **Efficiency Guarantee** applies to your extra kit. If we can't have your loved one's reports ready within 8 weeks, **you get your money back**.

This is a unique **special opportunity** that we really can't show to everybody or else we'll go bankrupt! But, we offer it to you because we truly want you to have the greatest customer experience possible on your journey.

***** This is one time offer. We can NEVER show you this again*****



Many customers come back to order more DNA reports later on and find that our kits are out of stock or backordered.

Yes, I want to add a separate **DNA Collection Kit** and **Save \$94.01** (only \$99.99 for 2 extra reports!)

YES I WANT THIS SPECIAL ADDED TO MY ORDER

(9.1 out of 10 customers choose this option)
or
No, I understand I will never see this offer again.

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Questions?
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STEP 1 ORDER APPROVED STEP 2 PRODUCT OPTIONS STEP 3 FINAL CONFIRMATION

Your order is not complete
Do not hit the "Back" button as it can lead to a multiple charge on your card

Want your reports **even faster?**

Here's a unique opportunity I **ONLY** offer to **10 customers per month...**

I know that waiting 6-8 weeks after your purchase to learn about your heritage is painful...

I do everything in my power to make sure you have to wait the shortest amount of time possible...

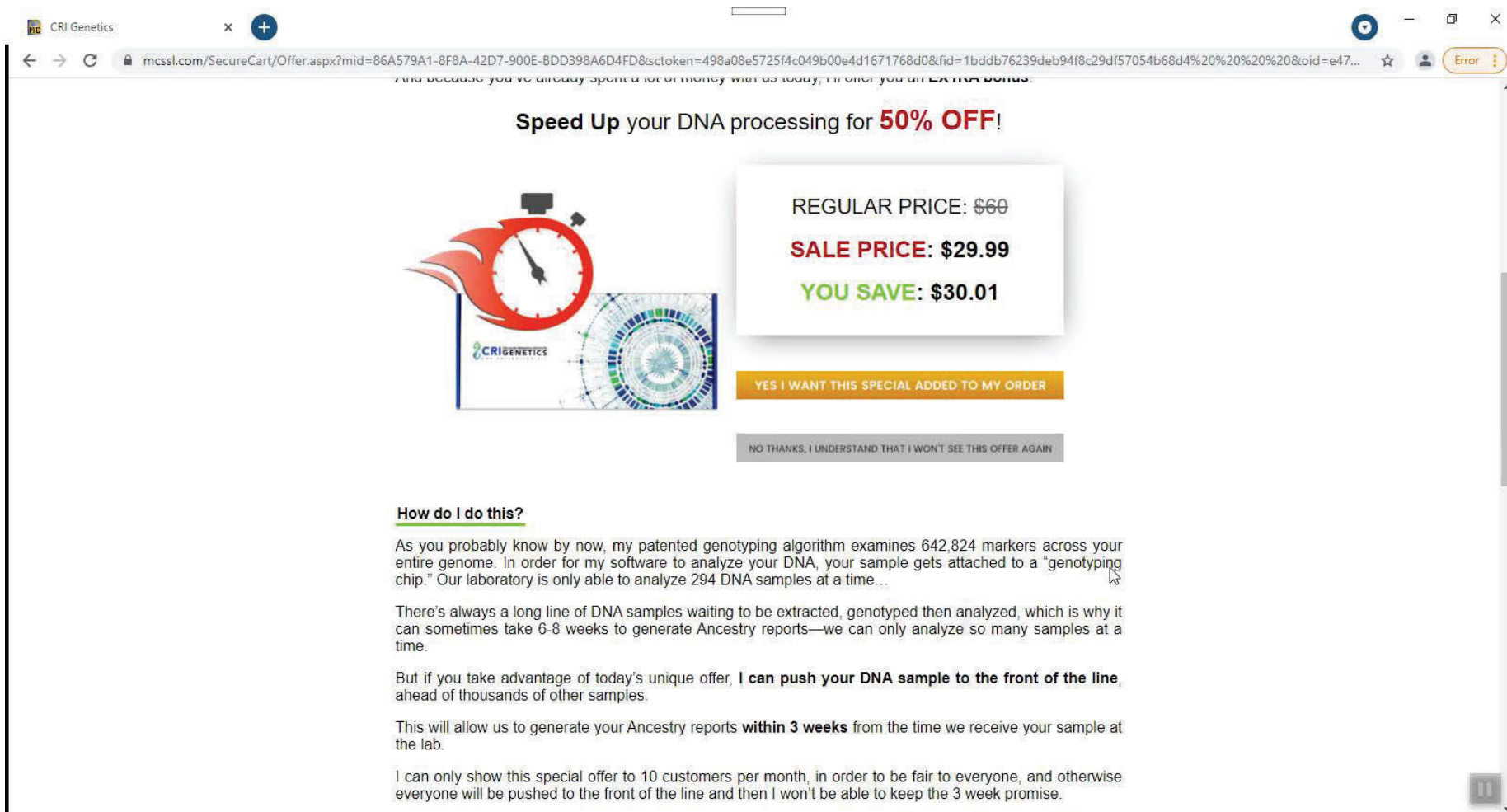
But there's one thing I can **ONLY** do for a few **VERY** select customers...

How would you like to get your Ancestry reports in **HALF The Time?**

With this unique offer, you can get your reports **within 3 weeks...**

And because you've already spent a lot of money with us today, I'll offer you an **EXTRA bonus:**

Speed Up your DNA processing for **50% OFF!**



The screenshot shows a web browser window with the CRI Genetics logo in the top left. The address bar contains a URL from mcssl.com. The main content area features a promotional banner with the text "Speed Up your DNA processing for 50% OFF!". To the left of the price information is an image of a red alarm clock and a circular DNA microarray. The price information is displayed in a white box with a drop shadow, showing a regular price of \$60, a sale price of \$29.99, and a savings of \$30.01. Below this box are two buttons: a prominent orange one that says "YES I WANT THIS SPECIAL ADDED TO MY ORDER" and a smaller grey one that says "NO THANKS, I UNDERSTAND THAT I WON'T SEE THIS OFFER AGAIN".

Speed Up your DNA processing for 50% OFF!

REGULAR PRICE: ~~\$60~~
SALE PRICE: \$29.99
YOU SAVE: \$30.01

YES I WANT THIS SPECIAL ADDED TO MY ORDER

NO THANKS, I UNDERSTAND THAT I WON'T SEE THIS OFFER AGAIN

How do I do this?

As you probably know by now, my patented genotyping algorithm examines 642,824 markers across your entire genome. In order for my software to analyze your DNA, your sample gets attached to a "genotyping chip." Our laboratory is only able to analyze 294 DNA samples at a time...

There's always a long line of DNA samples waiting to be extracted, genotyped then analyzed, which is why it can sometimes take 6-8 weeks to generate Ancestry reports—we can only analyze so many samples at a time.

But if you take advantage of today's unique offer, **I can push your DNA sample to the front of the line**, ahead of thousands of other samples.

This will allow us to generate your Ancestry reports **within 3 weeks** from the time we receive your sample at the lab.

I can only show this special offer to 10 customers per month, in order to be fair to everyone, and otherwise everyone will be pushed to the front of the line and then I won't be able to keep the 3 week promise.

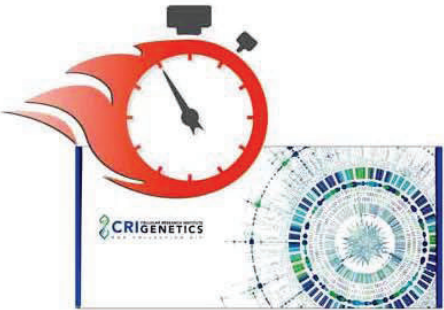
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So, I try to reward unique customers who have demonstrated an especially exceptional interest in learning about their background.

You're one of them.

*** This is **one time offer**. We can **NEVER** show you this again***



Yes, I want to upgrade my purchase to **speed up my DNA processing** and **Save \$30.01** (only \$29.99 to get my reports within 3 weeks!)

YES I WANT THIS SPECIAL ADDED TO MY ORDER

(9.1 out of 10 customers choose this option)
or
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Thank You - CRI Genetics

crigenetics.com/thank_you_page.html

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CRIGENETICS

Login Register

Thank You For Your Order!

Your order has been successfully processed, you will receive an email with the details.
Orders are usually shipped out within 24 - 48 hours, Monday - Friday.

The order will show up on your billing statement as "CRI Genetics".

If you have any other questions, feel free to contact us and our team at Support@CRIGenetics.com or by phone at 1-800-571-9216

CELLULAR RESEARCH INSTITUTE
CRIGENETICS

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.

[f](#) [t](#)

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support@crigenetics.com

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