

Finding Family Discoveries Using AncestryDNA

Presenter: Kenny Freestone, Director of DNA Product-AncestryDNA



What is AncestryDNA?

AncestryDNA is an Autosomal DNA test and takes information from your entire family tree. The Autosomal test is the same for both men and women, testing 700,000 markers across your genome. Discover your genetic ethnicity, DNA cousin matches and explore your network of cousin with DNA Circles recently released in beta.

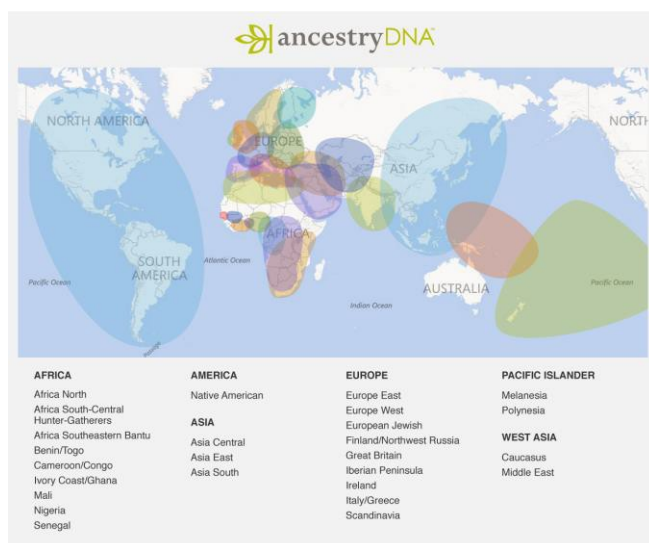
Genetic Inheritance

Your DNA contains a record of your ancestors, but you aren't a carbon copy of any one of them. The particular mix of DNA you inherit is unique to you. You receive 50% of your DNA from each of your parents, who received 50% of theirs from each of their parents, and so on. In the chart below you can see how the amount of DNA you receive from a particular ancestor decreases over generations. If you go back far enough, there is a chance that you inherited no DNA from a particular ancestor. But your sibling or cousin could have.

The chart right helps illustrate how different segments of DNA might have been passed down from your grandparents to make your unique DNA. Assume each letter represents a segment of DNA.



Who do you test? Start with yourself. Because your DNA is unique, even your siblings can have different results. Test your grandparents, parents, aunts and uncles. Each one of them will provide a clue into who came before you and may even be that missing link in breaking down a brick wall.



Ethnicity Estimate

- Go back to the lands of your ancestors 500+ years
- Detailed ethnicity analysis
- 26 regions of comparison
- Blend from across your family tree
- Includes rich genetic and historical data from each region
- See all regions in the map to the right
- Ethnicity percentages are based on current research today

Finding Family Discoveries Using AncestryDNA

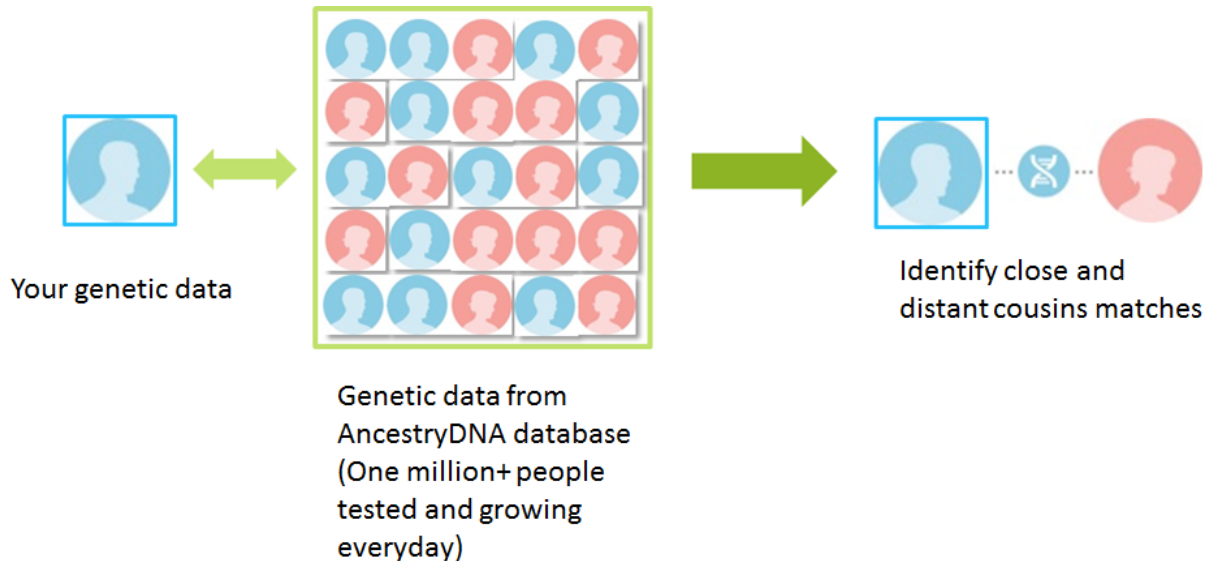
Presenter: Kenny Freestone, Director of DNA Product-AncestryDNA



DNA Matching

DNA testing has become a popular new tool for your genealogy toolbox. Recent advances in science and technology have helped unlock our personal genetic code and reveal parts of our family story that we have never had access to before.

Our scientists have recently implemented new and better ways to identify family relationships that make AncestryDNA almost 70x more likely to find a DNA match. When you take an AncestryDNA test, we compare your DNA against everyone else in the database and identify close and distant cousin matches. As new people join the database we will continue to compare your DNA to theirs and add to your list of cousin matches.

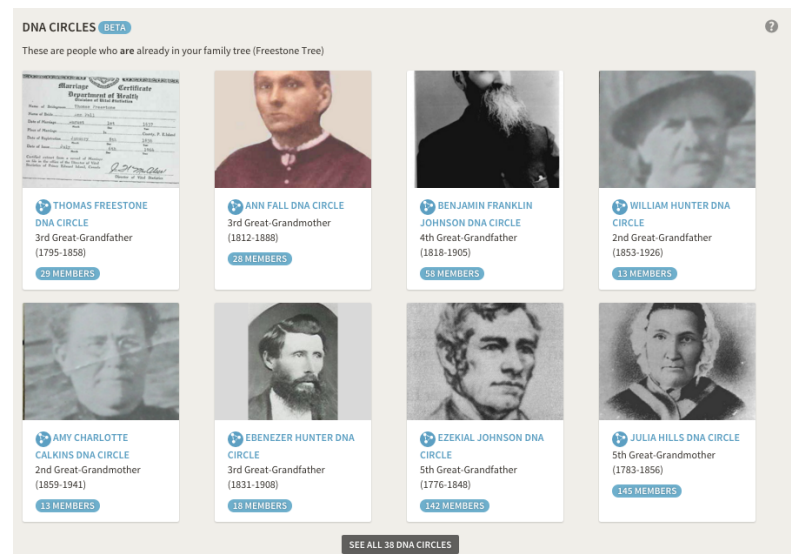


DNA Circles™

DNA Circles re-imagines what DNA matching can do. It goes beyond finding a common ancestor with your DNA matches to link you to additional AncestryDNA members with the same common ancestor, thus creating a "circle" of people who are all related.

Each DNA Circle is based on a shared ancestor. If you have an Ancestry membership, once you click on a DNA Circle you can see all the other members who are also in the DNA Circle, how they are related to your ancestor, and who else they have in their family tree.

Being able to see a collection of your DNA matches centered around a common ancestor all at once gives you a new tool to do more with your new-found cousins. It makes it easier to exchange photos, stories, and other new information to add to what you already know about your ancestor. In short, it makes collaborating with your new extended family easier than ever.



Finding Family Discoveries Using AncestryDNA

Presenter: Kenny Freestone, Director of DNA Product-AncestryDNA

New Ancestor Discoveries™

New Ancestor Discoveries represents the next BIG step for unlocking the family stories in your DNA. This groundbreaking new way to use your DNA for family history can help you find amazing new pieces of your story while growing your family tree. Just by taking the AncestryDNA test, you can receive a list of possible ancestors that you are connected to through your DNA.

New Ancestor Discoveries combines DNA testing with the power of 72 million trees to help you discover your story in a way never before possible—until now. How do New Ancestor Discoveries work? First, living cousins of each AncestryDNA member are found and organized into family networks called DNA Circles™, which bring together groups of people who are all related to the same ancestor. From there, New Ancestor Discoveries are found when you are a strong genetic match with members of a DNA Circle but you don't already have that ancestor in your tree. It's an innovative new way we are combining DNA, family trees, and historical records to help you make the next breakthrough in your story.

