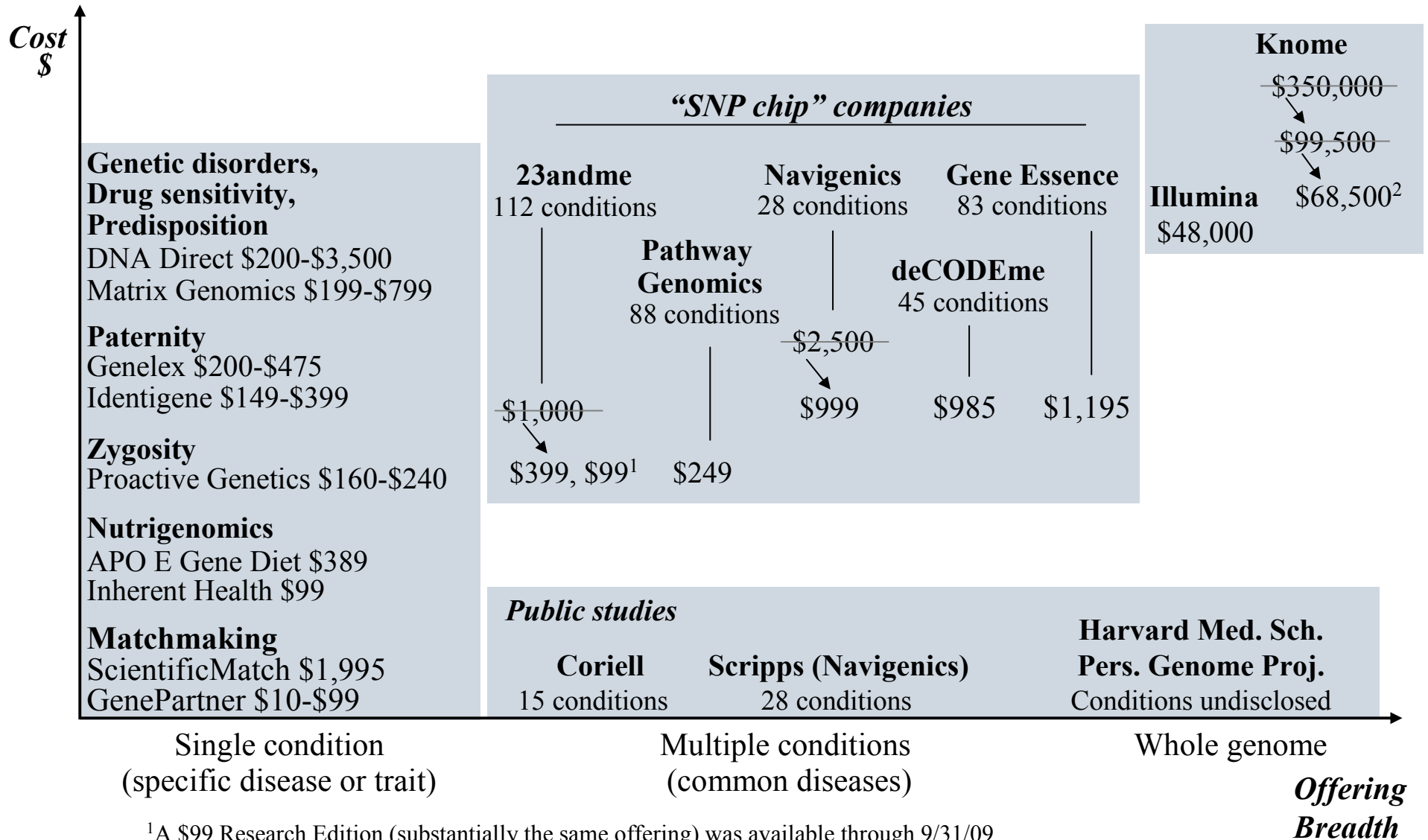


Direct-to-Consumer Genomics Offerings: ongoing price declines



¹A \$99 Research Edition (substantially the same offering) was available through 9/31/09

²Whole genome: \$68,500; exome: \$24,500; an exome research edition may be available for \$13,500