

DNA Services of America  
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## **DNA SERVICES OF AMERICA NAMED TO TOP 100 NEW FRANCHISE LIST FOR 2006**

**Lafayette, Louisiana, October 27, 2006** – DNA Services of America, the only national, community-based DNA testing services company in the U.S., has been recognized by Franchise Market Magazine as one of the Top 100 New Franchises in 2006. Franchise Market Magazine is a national trade magazine that partners with the Small Business Administration, SCORE, and Association of Small Business Development Centers.

DNA Services of America began its franchise program in November, 2005. Through its aggressive franchise recruitment efforts and its stringent franchisee approval process, it has opened seventeen franchise offices in protected territories in California, Florida, Kentucky, Louisiana, Michigan, Mississippi, Missouri, North Carolina, Oklahoma, Oregon, and Tennessee.

"To be recognized by Franchise Market Magazine as one of the top 100 new franchises is an incredible honor to our company, and a tribute to the relentless efforts of our employees and franchisees. Only a few years ago, the concept of having local members of a community perform DNA collections for their neighbors and help provide them with peace of mind was nonexistent. Today, DNA Services of America's franchisees across the country dedicate themselves to this task," responded Jeff Martin, CEO and President of DNA Services of America when presented with this endorsement.

Mr. Martin further explains, "While we are extremely grateful to have DNA Services of America recognized in this fashion, we are also committed to ensuring we continue to be worthy of such recognition. In order to do so, we always strive to keep sight of our main purpose, which is to help members of our community in their search for the truth in some of life's most difficult situations. We continue to investigate how new applications for DNA testing might be of benefit to our franchisees and their clients. We are also constantly looking for ways to enhance our services to ensure we are offering the most professional and reliable DNA collection experience possible."

DNA Services of America's local offices established throughout the U.S. personally handle DNA testing needs in an attentive and confidential manner. Each office personally answers client questions, coordinates the testing services, collects the DNA samples using a non-invasive cotton-tipped swab, and releases test results to the tested parties following appropriate chain-of-custody procedures to ensure clients receive the highest level of discretion. DNA Services of America is a leading referral source throughout the medical, legal, social service and private investigative communities for people seeking *the truth when it matters most*®. For more information, visit the company website at [www.dnasoa.com](http://www.dnasoa.com). For persons interested in a DNA Services franchise, visit [www.dnafranchiseinfo.com](http://www.dnafranchiseinfo.com).

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