



Frequently Asked Questions (Version 7.11.08)

<u>ASSESSMENTS</u>	<u>2</u>
<u>COMPANY</u>	<u>7</u>
<u>COMPENSATION PLAN</u>	<u>9</u>
<u>*EVENTS</u>	<u>2</u>
<u>GENERAL INFORMATION</u>	<u>11</u>
<u>NEW AFFILIATE QUESTIONS</u>	<u>12</u>
<u>PRODUCT</u>	<u>13</u>
<u>SCIENTIFIC</u>	<u>18</u>

EVENTS

How I can find about the August Company Launch and other upcoming GeneWize events?

FOR THE AUGUST COMPANY LAUNCH: Please go to www.gwevent.com or email our event coordinator for information on events or registration questions at: brettdabe@gmail.com

Always look in your back office for scheduled events.

ASSESSMENTS

When will I receive my DNA Assessment Kit?

DNA Assessment Kits are typically mailed within one week of enrollment.

Are the DNA assessments corrective or preventative?

Neither; Our Healthy Aging DNA Assessment™ is simply an assessment.

Will I ever have to be re-tested?

There is no need to retake the LifeMap Healthy Aging DNA Assessment™ as your genes never change. In terms of testing DNA, your DNA is the same throughout your entire life.

What is the advantage of the LifeMap Healthy Aging (DNA) Assessment™?

The LifeMap Healthy Aging Assessment™ helps provide a scientific basis for more accurately predicting the unique nutritional supplement needs of each individual. The assessment results create a matrix to guide your custom tailored nutritional supplement regimen and to help you achieve optimal health and well being. You might say it's the difference between shooting an arrow at a target in the dark versus shooting an arrow at a target at high noon.

What are SNPs and why is this information important?

SNPs (pronounced "snips") are single nucleotide polymorphisms, which are small but common natural variations in human DNA. Each person's genetic material contains a unique SNP pattern attached to the DNA strand that serves as the "body's instruction book", telling the body in minute detail how to do everything from making bone cells to processing dietary cholesterol to detoxifying spent hormones in the liver.

Just as no two people are identical, so every instruction book is different. Each person has several million SNPs that account for the wide variations seen in the spectrum of human appearance and physiology. Some of these processes that are dictated by SNPs and gene expression are more efficient and supportive of health than others. By determining a SNP profile, it is possible to discover which areas are strong and which areas need extra support.

How does the LifeMap Healthy Aging Assessment™ DNA collection process work?

The DNA Collection process begins with a comfortable, easy-to-perform cheek swab to collect a DNA specimen. Gently swab the inside of your cheek, and then allow the swab to dry in the drying rack that is included with your collection kit. The dried swab is then placed in a special envelope and sent to our lab for analysis. You will receive the results of the assessment in about 2-3 weeks with your LifeMap product and/or your report will be made available in your online “back office” which is a password protected personal website assigned to you when you enroll as an affiliate

Why shouldn't I just take handfuls of dietary supplements to cover everything?

Although you can purchase and use a wide variety of nutritional supplements, most health care practitioners would agree that this is neither economical, nor practical. By understanding your predispositions, from a DNA SNP perspective, we are able to create an individualized nutritional supplement program specifically for you. This targeted approach (rather than a shotgun, or one-size-fits-all supplement approach) ultimately helps save you time, money and more importantly focuses your regimen on key areas that are important to your individual physiology.

What does the process involve?

Everything needed to obtain a DNA specimen is included in the DNA collection kit. It's so easy that you can perform the collection in less than five minutes. Swab the inside of your mouth (the inner cheek) several times with the sterile swabs included in the kit. It's fast, painless and simple.

The swabs are then air-dried for five minutes in the provided stand, using care never to touch or contaminate the tip of the swab (full and easy-to-follow instructions are included with every collection kit). The specimen is then mailed in the pre-addressed, postage-paid envelope.

What is the SNP analysis process and is it confidential?

- All SNP collection kits, swab and mailing envelopes are bar-coded for tracking and confidentiality.
- After receiving the swabs, the lab confirms and uploads the bar-coded sample for confidentiality, tracking and control.
- The DNA is extracted from the swab and the lab amplifies the region of the DNA containing the SNP. The technique used to amplify the individual's DNA is called a polymerase chain reaction (PCR).
- The SNP is then detected by using a proprietary technology and a variety of important quality control systems are in place to ensure accuracy and repeatability.
- The results of the detected SNPs are then analyzed and compiled by specially programmed computers and translated electronically into a confidential report called a LifeMap Healthy Aging Assessment™.

How do you choose which SNPs are evaluated in GeneWize LifeMap Healthy Aging™ DNA assessment?

Although human DNA contains millions of SNPs, GeneLink scientist used the following criteria to choose the SNPs for the GeneWize LifeMap Healthy Aging™ DNA Assessment:

1. Valid – The existence of the SNP is supported by solid, credible scientific evidence. Gene SNPs are added as knowledge progresses.
2. Important – A SNP predicts biochemical processes that associate with significant, specific physiologic disadvantages.
3. Frequent – The SNP frequency is relatively common among the general population.
4. Actionable – A SNP's negative potential can be ameliorated by nutritional formulations (for example).

What is the science that ties nutritional supplementation and lifestyle changes to the predisposition marked by the SNPs?

Leading clinical evidence is increasingly linking SNPs to specific nutritional needs. For example: The SNP for methylenetetrahydrofolate reductase (MTHFR) produces an enzyme with decreased affinity for its direct substrate, 5, 10 methylene-THF, which can cause a build-up of homocysteine. In plain English, it means that some people make more homocysteine than others, and now you are able find out if this applies to you. Those who make more homocysteine would especially benefit by increasing Folate in their diet, as well as starting dietary supplements that are clinically shown to reduce homocysteine.

Another example concerns individuals with the SNP for paraoxonase-1 (PON-1) who have an enhanced propensity for superior cardiac health because they more effectively block oxidation of LDL cholesterol. This means these people will have less oxidized LDL cholesterol than others. This SNP can also determine how effective vitamin C and vitamin E are as antioxidants in specific individuals.

How accurate is GeneWize Life Science's DNA assessment technology?

Several methods are used to determine DNA polymorphisms (SNPs). **GeneWize LifeMap Healthy Aging Assessment™** uses the Single Base Chain Extension (SBCE) assay, which is the most accurate method available and which identifies the SNP directly on the DNA. The profile accuracy is nearly 100%. In addition, the assay is performed robotically and the DNA strand is evaluated in both directions, which virtually eliminates human error in sample manipulation. To ensure accuracy, Coriel and sentinel samples are routinely used to test and verify the results.

Will I need a prescription for the assessment?

No. The GeneWize LifeMap Healthy Aging Assessment™ is classified as non-medical test and does not require a physician's prescription. However, many healthcare practitioners are administering genetic assessments as a way to help them deliver personalized preventive healthcare to their patients.

What is GeneWize Life Science's privacy policy?

GeneWize Life Science's respects the privacy of every individual and has taken many precautions to create a process that allows individuals to maintain the highest level of privacy. All information provided by the individual taking the assessment is kept on a secure server and all samples are identified by barcode only. This information is never shared with a third party. After the evaluation is completed and validated, all DNA sample material is destroyed.

Why is the LifeMap Healthy Aging Assessment™ an effective way to help manage aging?

GeneLink's Scientific & Medical advisory board has developed a 12-gene Healthy Aging DNA Assessment™ that measures SNPS (single nucleotide polymorphisms) or variations in key biochemical pathways that are important to your body's overall health. All of the SNPS in this panel have been validated by GeneLink's Scientific & Medical Advisory board and by independent 3rd party scientific research.

Can I purchase a Health Aging DNA Assessment only?

Although you can purchase a DNA assessment separately for \$249 in August of 2008, the LifeMap Nutrition System is designed to provide a solution rather than simply provide a test result. Therefore we make it financially irresistible to order the entire system (which includes your 30-day supply of the LifeMap custom formulation) for substantially less than the price of an assessment by itself. It's your choice.

Does the buccal cheek swab DNA analysis provide the same information as with blood sample or other body parts? A cheek swab collection is easy but is it the best DNA to sample?

Most DNA testing is done today using samples collected through buccal swabbing, or cheek swabbing. Scientists agree that buccal swab samples are just as reliable as blood samples for DNA testing. DNA is the same in every cell of the body. A cheek cell collected through buccal swabbing contains the same DNA as a blood cell collected through a blood draw. However, buccal swab samples have these primary benefits:

- Buccal swabbing is easy to do. Buccal swabbing is painless and noninvasive. It can even be safely performed on a newborn infant.
- Buccal swabs are more reliable than blood samples for patients who've recently had blood transfusions or bone marrow transplants. Such patients' blood may show the presence of the donors' DNA.

How can understanding your genes give you a longer, healthier life?

Your health is a result of interactions between your genes and lifestyle factors such as diet, exercise, stress, smoking and alcohol. It is your genetic make-up that determines which nutrients are used and how they are used; the way toxins are removed, what happens to any waste products and how efficient and effective these key processes are working within your body. However, by adjusting your lifestyle and utilizing a targeted nutritional supplement regimen, you can have a positive impact on how your genes work and compensate for areas in which your genes are not functioning at an optimal level.

Is there any insurance reimbursement for these DNA assessments?

Not at the present time. The GeneWize LifeMap Healthy Aging Assessment™, while highly sophisticated, is a non-medical procedure.

Does the service offer any benefit that I wouldn't get if I followed all the good advice from healthcare professionals, research organizations, magazine articles, specialized healthcare charities, etc.?

Even if you follow all of this advice to the letter, it is still worth knowing your genetic nutritional profile. In particular, the people who will find the service to be of considerable value are those who need an extra bit of motivation to maintain healthy habits, or those who find it easier and more realistic to focus on areas particularly important for them - while still being able to indulge (in moderation!) in some dietary or lifestyle preferences.

Are gene variations always harmful?

No. Many gene variations have no effect on our body systems or our health and in certain cases these variations can even be beneficial. However, sometimes a variation can make the gene send misinformation or a “garbled” message to the cell. Upon receiving the garbled message, the cell will manufacture a product - such as an enzyme - that doesn't work exactly (or as efficiently) as it should; the variant enzyme may, for example, work faster or more slowly than is best for the body. Combined with an unhealthy diet or lifestyle, such a gene variation may make a person more susceptible to developing certain conditions or in some cases certain illnesses.

6

If I have variations in my genes, can these be corrected?

Genes are found in every cell of the body. Therefore, for the correction to be effective, scientists must find a way to reach every single cell. This is an enormous challenge for gene therapy, an experimental procedure that is attempted only in serious genetic diseases caused by a single defective gene, such as cystic fibrosis. In contrast, the variations screened for by GeneWize are fairly common in the general population, and their presence does not, by any means predict that you will become ill. It would thus be both impractical and inappropriate to attempt to physically 'correct' these commonly occurring variations - even if the technology existed to make this possible.

GeneWize Life Sciences™ is not involved in researching gene therapy, and we do not offer treatment or cures of any kind. Rather, we provide advice that takes into account the presence of genetic variations. Our service allows you to maintain good health by customizing a nutritional supplement regimen tailored to your unique genetic profile.

Can the Healthy Aging Assessment tell me if I will develop a serious inherited illness, such as Huntington's disease?

No, we don't screen for any inherited disorders that are not affected by diet and lifestyle, such as Huntington's disease. These are relatively rare disorders, known as single-gene diseases because they are caused by a defect in only one gene.

Will the Healthy Aging Assessment decode my complete genome?

No, decoding a complete genome is a massive task. The Human Genome Project has mapped and deciphered the complete genomes of only a few individuals; this has taken many years of work and an international network of research centers to accomplish. We are lucky to be able to benefit from what has been discovered thus far in this complex and exciting project and GeneWize Life Sciences™ can deliver some of the benefits directly to health conscious customers like you in a simple, accurate yet economical service.

We examine only a limited number of specific SNPs in the whole genome; these SNPs for the most part are “heavy lifter SNPs” known to code for metabolic enzymes that are crucial to long-term health and well being.

Will the Gene SNP test be able to tell me whether I am ill?

No, we can only determine what type of genes SNPs people have and how they relate to certain metabolic factors involved in well-being. In nearly all cases, these genes will be the same whether a person is well or ill. If you think you may be ill, you should consult your doctor.

Where do I find information on the research used?

All of the supporting scientific research information will be available via PDF's in each Affiliate's “back office.” Additionally, each LifeMap Healthy Aging Assessment™ contains multiple third-party research and third-party bibliography information related to the SNPs tested. Each custom LifeMap™ Nutrition System product is shipped to customers and Affiliates with a personalized ingredient listing included. Ingredient support information and 3rd party research will also be available in each Affiliate's “back office.”

COMPANY

What is the company background?

GeneWize Life Sciences is wholly owned by GeneLink, Inc, a 12 year old publicly traded biosciences company (**GNLK.OB**). GeneLink has invested millions of dollars and thousands of hours of research and development in the field of genomic biosciences.

The company has received several patents and has others pending. Our scientists have over 600 peer-reviewed articles and have been recognized for outstanding achievements in the fields of microbiology, medicine, genetics, biochemistry and nutritional sciences. <http://www.genelinkbio.com/scientific.html>

In addition, the company has over 3 years experience marketing, manufacturing and delivering “mass customized” genetically guided dermatological products to the professional skin care market under our Dermagenetics™ brand.

Company executives will be available to answer your questions at the Executive preview and/or launch events.

There are several companies in the DNA testing and assessment business now. What makes GeneLink Bio Sciences, Inc. and GeneWize Life Sciences unique?

GeneWize is a marketing company that offers the most advanced health and beauty products based on an individual's DNA. The field of genetics and nutrition is called Nutrigenomics.

Nutrigenomics is a relatively new subset of the genetics industry and has had major breakthroughs in the past 10 years. In any new industry there is a lot of excitement, change and competition. We see our competitors as "partners in awareness" – there is so much potential and room for growth that everyone in the industry succeeds as each company builds awareness. Before we discuss our competitors let's first go over what makes us unique.

Our Uniqueness – GeneWize/Genelink has many firsts and is unique in many ways.

- We're the only company to use a Titration Matrix to formulate a DNA guided product into a single serving solution formulated for each person.
- We're also the only company to offer additional 'lifestyle boosts' that can be customized by our customer in that single serving solution.
- We're the only company that does all of the following: DNA research, analysis of the assessments, formulation and marketing of the products.
- We expect to have the most competitive price for a Nutrigenomics DNA assessment ever offered.
- GeneWize is solely devoted to DNA personalized products and we are the only company to receive a US and International patent on DNA personalized skin care. We have several US patents pending on our nutritional DNA products and our manufacturing process.
- We expect to have the largest consumer product launch in the history of genetics in August 2008.

**IN SHORT:* We have specific patents, processes, and the ONLY SINGLE PRODUCT SOLUTION. Not just a mixture of tablets off the shelf.

Are there other companies who have similar technologies?

There are several genetic testing companies that will analyze your DNA for between \$300 and \$350,000, depending upon the number of genes being tested. However, to the best of our knowledge no other direct selling company exclusively focuses on delivering an affordable, scientifically supported, individually customized, single product solution specifically formulated for you based on a Healthy Aging DNA assessment™.

The parent company GeneLink has licensed its genetic assessment technologies in other marketing channels. However, GeneWize Life Sciences™ is the only direct selling company authorized to market GeneLink's DNA assessments and mass customized nutritional and skin care product systems.

Is GeneLink / GeneWize publically traded?

GeneLink, Inc. is a publicly traded company. It is traded on the NASDAQ Bulletin Board under the symbol "GNLK.OB" As such, you should be able to buy and sell GeneLink, Inc. common stock in the public markets through broker-dealers, including traditional brokers as well as through online "discount" brokers.

Before you enter into any transaction, you may wish to review GeneLink's publicly filed disclosure documents on such sites as: www.sec.gov <<http://www.sec.gov/>>

GeneLink, Inc., wholly owns GeneWize Life Sciences.

What is the stability of GeneWize or GeneLink's financial situation?

GeneLink's Board (GeneWize Parent Company) has committed to the funding necessary to help make GeneWize a successful Direct Selling company. GeneLink is a public company and can return to the public markets and/or key investors should it require additional capital resources. Feel free to review information about GeneLink at <http://www.genelinkbio.com>

COMPENSATION PLAN

Can we enroll people in Canada as either consumer/members or affiliates?

We cannot enroll Canadian Affiliates in the marketing and compensation plan at this time. However we are evaluating opportunities, licensing and registration requirements for doing business in Canada and other countries in the near future. We can, however, ship individual product orders to consumers in Canada. *There is an additional charge for shipping single product (customer) orders to Canada.*

9

I know some doctors and other health professionals who don't like network marketing. What can I tell them?

The company is currently developing a secondary marketing plan designed exclusively for health-care professionals; it doesn't require them to participate in traditional Network marketing, nor does it require them to recruit. We expect to release the details of this program in the fall of 2008.

Is there an additional cost for a personal website and training materials?

Not at this time. However, we are in the preview and pre launch phase of our business and some supplemental sales tools may be offered at an additional cost.

If two people/partners sign up together, how are checks made out?

All checks will be made out and mailed to one partner only (using their Social Security number or Employee Identification Number). W2's will be sent out to that individual each January.

How much does it cost to get started?

When the company formally launches in early August, we anticipate offering a very basic Affiliate Kit for \$59.00 with a \$49.00 annual renewal. We anticipate offering the LifeMap Nutrition System™ starter package, which includes the Healthy Aging DNA Assessment™ and a 30-day supply of the LifeMap™ custom product for \$189 to \$199. GeneWize will offer a substantial discount for those affiliates who choose to go on auto-ship (cancelable at any time).

We also expect to offer a LifeMap Nutrition System™ starter package, which includes the Healthy Aging DNA Assessment and a 90-day supply of the LifeMap custom product at an even greater savings. We will begin launching our member (customer) acquisition programs in August.

If you are interested in getting started before August, contact the person who invited you to more about the “Pre Launch Affiliate Value Packages.” We reserve the right to discontinue this program at any time.

What does someone receive when they enroll as an Affiliate?

- You will receive an Independent Affiliate Kit which will contains a variety of helpful materials to support and train you in building a profitable business, including: Work sheets, scripts, tax filing recommendations, product knowledge and many other guides to online resources.
- You will receive a business building manual and a corresponding CD to walk you through the basics of building a profitable business.
- You will receive product training and a working understanding of genetics as well as a very detailed FAQ manual on every question we anticipate you might be asked.
- You will receive a personal website* to use to market your business which will consist of both a product site and an opportunity site, both with different features.

**All of this is managed with a very sophisticated, yet simple to understand “Back Office” to track everything that is happening in your business.*

- You will receive various brochures, order forms and applications to enroll new members.
- You will receive superior customer and affiliate service on our Member Care lines.
- You will receive monthly and weekly commission reports and payments, if you are earning commissions, as well as printable statements to help you manage your business.

You will have access to weekly conference calls from both the business builders and our scientific advisory team to learn from throughout the year as well as quarterly leadership events that will move around the North America.

GENERAL INFORMATION

What is GeneWize Life Science's privacy policy?

GeneWize Life Science's respects the privacy of every individual and has taken many precautions to create a process that allows individuals to maintain the highest level of privacy. All information provided by the individual taking the assessment is kept on a secure server and all samples are identified by barcode only. This information is never shared with a third party. After the evaluation is completed and validated, all DNA sample material is destroyed.

How do I change my password?

You can change your password in your Back Office. Start by clicking on Password and making appropriate changes.

How do I change my Web Alias?

You can change your Web Alias in your Back Office. Start by clicking on Your Account; then click on Web Info; now click on Edit to make appropriate changes.

How do I change my email address?

You can change your Web Alias in your Back Office. Start by clicking on Your Account; then click on Personal Info; now click on Edit to make appropriate changes.

How do I change my Login name?

Contact customer service customerservice@genewize.com in writing with your request; we will make desired changes and notify you when the change(s) have been made.

11

Are there any networking tools or methods available between affiliates?

At present, due to protecting the confidentiality of all affiliates, we do not have direct networking methods available. The best resource for networking at this time is your enroller.

Is it possible to change my account from personal to business?

Yes, please send us a request in writing providing company name, address, and tax ID number to customerservice@genewize.com.

I need to make corrections and move affiliates on my binary tree. How can I accomplish this?

Send a request via email to customerservice@genewize.com; with specific information regarding the changes you desire. Our customer service team will make the changes and notify you when they are complete.

How can find about upcoming GeneWize events?

Look in your back office for scheduled events or go to www.gwevent.com

Where do I find information on the research used?

All of the supporting scientific research information will be available via PDF's in each Affiliate's "back office." Additionally, each LifeMap Healthy Aging Assessment™ contains multiple third-party research and third-party bibliography information related to the SNPs tested. Each custom LifeMap™ Nutrition System product is shipped to customers and Affiliates with a personalized ingredient listing included. Ingredient support information and 3rd party research will also be available in each Affiliate's "back office."

NEW AFFILIATE QUESTIONS

How do I change my password?

You can change your password in your Back Office. Start by clicking on Password and making appropriate changes.

How do I change my Web Alias?

You can change your Web Alias in your Back Office. Start by clicking on Your Account; then click on Web Info; now click on Edit to make appropriate changes.

How do I change my email address?

You can change your Web Alias in your Back Office. Start by clicking on Your Account; then click on Personal Info; now click on Edit to make appropriate changes.

12

How do I change my Login name?

Contact customer service customerservice@genewize.com in writing with your request; we will make desired changes and notify you when the change(s) have been made.

If two people/partners sign up together, how are the checks made out?

All checks will be made out and mailed to one partner only (using their Social Security number or Employee Identification Number). W2's will be sent out to that individual each January.

Are there any networking tools or methods available between affiliates?

At present, due to protecting the confidentiality of all affiliates, we do not have direct networking methods available. The best resource for networking at this time is your enroller.

Is it possible to change my account from personal to business?

Yes, please send us a request in writing to customerservice@genewize.com providing company name, address, and tax ID number.

I was double-charged, what should I do?

Contact customer service customerservice@genewize.com immediately. We will work with your bank to reverse the charges if the problem originated on our end of business.

From time to time double-charges occur due to a myriad of circumstances; we are constantly working with financial institutions and other business partners such as system programmers to resolve these issues.

PRODUCT

What does the product look and taste like?

The current version of the LifeMap Nutrition System™ products comes in a "take it or break it" capsule. You can "take it" - swallow the capsule - or "break it" and mix the contents of the capsule with any beverage.

How much will the customized product cost?

Product prices are currently being determined and are expected to be very competitive and affordable. The retail price of the product is expected to be about \$3 a day (about the same cost of a premium cup of coffee). However, GeneWize will offer a substantial discount for those customers who choose to go on auto-ship (cancelable at any time).

Additionally, GeneWize will offer a unique "Enroll four and pay no more" program available to both customers and affiliates. This program will be explained in full detail at one of the Executive Preview Events or in the compensation plan booklet. Very simply, it offers anyone the opportunity to refer four new customers and receive their personal product for free.

13

How can you individually customize a product and keep the price affordable?

GeneWize has patented and patent pending DNA assessments and innovative manufacturing technologies that make it possible to mass customize your product at a price that is only marginally higher than generalized one-size-fits-all products.

Our laboratory only evaluates key "health aging areas" related to your overall health. GeneWize will never rent, share or sell your information to anyone for any purpose.

What product benefits will I expect?

Our LifeMap Nutrition System™ Products are custom created for you based on the results of your LifeMap Healthy Aging Assessment™. However, we make no claims whatsoever on specifically what your individual product will do for you or what health benefits you may expect. We believe you will notice a variety of personal benefits by using your custom product regularly but the only way you will know for sure is to try it yourself. We offer a 90-day money back guarantee to customers if you wish to return your product for any reason. We also offer a 90-day affiliate money back guarantee. (Not including the genetic assessment or shipping charges).

How can I be sure my customized product contains high quality ingredients?

GeneWize uses only organic and natural ingredients where available; our state-of-the-art manufacturing facility is fully GMP, FDA and ISO compliant.

What if I have specific nutritional needs due to my lifestyle? For example, what if I am an athlete, or what if I work long hours and have low energy?

To help address your specific lifestyle needs, in the near future GeneWize is planning to offer a variety of affordable "Lifestyle Boosts," which can be formulated with your DNA-specific product. The LifeMap Life Style Boost™ program will be explained in full detail soon.

How can I be sure the product will be right for me?

Our scientific team has over 100 years of combined research experience and hundreds of peer reviewed articles in the fields of genetics, medicine, biochemistry, nutritional sciences, microbiology and medicine. The science team has worked for over 10 years to create a system that combines assessments and formulations designed to transform the burgeoning science of genomics and nutrition in to practical benefits.

We can reference numerous studies that show that the ingredients we use are effective and can address the key biochemical pathways measured by our DNA assessments.

Additionally, we offer our customers (and Affiliates) a 90-day money back guarantee on product purchases. (Not including the genetic assessment or shipping charges).

What is an individually formulated "Single Product Solution," and why is it important?

GeneWize has patents (and patents pending) on its collection kit and DNA assessments and utilizes a manufacturing and formulation system designed to effectively create an affordable customized, individually formulated product based on your DNA. Ultimately, you receive a "single product" solution rather than multiple bottles and boxes.

The benefits of the Single-Product Solution include:

- You receive the customized DNA guided formula your body needs, delivered to your door each month;
- You Save Money -- you don't pay for product and packaging you don't need;
- You Avoid Hassle -- the Single-Product Solution is easier to store and travel with than multiple bottles and boxes;
- You Don't Waste – no fillers or unnecessary ingredients your body doesn't need;
- You Can Easily Customize -- if you want more energy or if you are an athlete (for example) in the near future you will be able to add an affordable Life Style Boosts to your product without additional packaging -- this can save you time and money;
- You can help Support the Environment -- the savings in packaging and emissions in the Single-Product Solution make it safer for the environment -- and right now the environment needs our help;

Why don't we use the supplement quercetin in our formulas?

In general we like the clinical information about quercetin and up until recently we were planning on using quercetin in our formulas. However we removed quercetin due to potential problems with this ingredient (and the FDA) involving its GRAS status (Generally Recognized as Safe). When the FDA finally rules on this ingredient's status and we see more supporting information regarding its safety we will consider adding it back in to our formulations where appropriate.

Is it true that some major vitamin manufacturers use synthetic versions of the vitamins listed on their label, and that some people believe your body can't absorb most of what's in synthetic products?

Professionals have somewhat conflicting views and opinions concerning the use of synthetic vitamin supplements and to the best of our knowledge there have not been valid studies on this subject. GeneWize Life Sciences uses mostly natural and organic ingredients when possible, however depending upon your formula, about 5 to 10% of our current compensating ingredients are synthetic. When and if clinically supported natural alternatives become available to replace these minor synthetics GeneWize will substitute the synthetics for natural/organic ingredients.

How does the LifeMap Nutrition System™ work with my LifeMap Healthy Aging Assessment™ to help me?

The GeneWize Life Sciences scientific & medical advisory board has developed ingredients that have been shown to a positive effect on the key biochemical pathways identified by your 12-gene Healthy Aging Assessment. The LifeMap custom nutritional system incorporates scientifically supported ingredients that have been validated by independent third-party research and data.

15

Are the LifeMap Nutrition System™ capsules vegetarian?

The LifeMap system utilizes a two-piece capsule made from cellulosic raw materials designed to satisfy vegetarian and cultural needs; they are all natural two-piece vegetable capsules that are easy to swallow and allow for product visibility. The capsules are also starch-free, gluten-free, and preservative-free and meet the strict dietary needs of customers who choose a vegetarian lifestyle. The capsules are also kosher and Halal certified.

Has GeneWize products been approved by the Canadian Health Authority, and does it have a DIN#?

No, GeneWize products have not been approved by the Canadian Health Authority and there is not a DIN#.

I'm not scientifically inclined; will it difficult for me to succeed in this business?

No. We have made it simple and easy to explain the products and opportunity via DVDs, CD, conference calls, Websites and plain English. Most people intuitively understand that it just makes sense that it's far better to know what your body needs by using your DNA to guide you.

Why shouldn't I just take handfuls of dietary supplements to cover everything?

Although you can purchase and use a wide variety of nutritional supplements, most health care practitioners would agree that this is neither wise nor practical. By understanding your predispositions from a DNA SNP perspective, we are able to create an individualized nutritional supplement program specifically for you. This targeted approach (rather than a shotgun, or one-size-fits-all supplement approach) ultimately helps save you time, money and more importantly focuses your regimen on key areas that are important to your individual physiology.

What is the possibility of contamination of my supplement?

While no company can guarantee 100% safety from contamination in any industry; our state-of-the-art manufacturing facility is fully GMP and ISO compliant, and FDA Certified.

May I market to the world using the Internet?

We are instituting a program that will include a library of approved materials. This program is in cooperation with a group of experienced Internet Marketers that are also GeneWize Affiliates dubbed the Internet Marketing Advisory Committee (IMAC). GeneWize's " Internet Marketing and Powerful Affiliate Compliance " (IMPAC) program will provide all Affiliates with a "Vault Library" of marketing resources as well as a interactive tutorial to help you market GeneWize, its products and services on the internet.

Does the FDA pre approve GeneWize products?

Short answer: No. Nor do they pre approve One-A-Day vitamins, for example, or most any other nutritional supplement sold over the counter, through Direct Selling or in health food stores or GNC (or anywhere else for that matter).

Long answer: All of the ingredients used in GeneWize LifeMap Products fall under the classification: GRAS (Generally Regarded As Safe). The FDA doesn't "pre approve" nutritional or dietary supplements. Below is the statement from the FDA's website (which you may want to review for your own research and education regarding dietary supplements. Go to: <http://vm.cfsan.fda.gov/~dms/supplmnt.html%20>)

"FDA regulates dietary supplements under a different set of regulations than those covering "conventional" foods and drug products (prescription and Over-the-Counter). Under the Dietary Supplement Health and Education Act of 1994 (DSHEA), the dietary supplement manufacturer is responsible for ensuring that a dietary supplement is safe before it is marketed. FDA is responsible for taking action against any unsafe dietary supplement product after it reaches the market. Generally, manufacturers do not need to register their products with FDA nor get FDA approval before producing or selling dietary supplements. Manufacturers must make sure that product label information is truthful and not misleading.*

FDA's post-marketing responsibilities include monitoring safety, e.g. voluntary dietary supplement adverse event reporting, and product information, such as labeling, claims, package inserts, and accompanying literature. The Federal Trade Commission regulates dietary supplement advertising."

Will I have to pay taxes and shipping?

Taxes:

As we have announced on several conference calls, our systems have been in place since July 1st to begin collecting appropriate sales tax and shipping charges. Please note that going forward from July 1st all packages will reflect these charges. Please advise your new enrollees that they will see these charges at the final payment stage of the on-line application.

Free Shipping:

The only free shipping was part of the Pre-Launch Presidential Affiliate Candidate application (\$999) for enrollees that took advantage of this package up to May 14th.

Do I have to sign a contract; i.e. for six months or a year?

No. You may cancel your Affiliate agreement at any time but there is a 6-month waiting period if you would like to reenroll

Is there the possibility of side effects from taking the supplement?

Yes. Some people are sensitive to a number of ingredients in any supplements. We provide you with a complete list of ingredients in your formula. If you have ANY concerns, check with you doctor.

Is there a discount for the auto-ship program or if I pay for the entire year in advance?

We don't recommend purchasing a year in advance because we may make additional desired Lifestyle Boost™ available or change ingredients if superior ones become available.

17

Are there limitations to certain people taking the GeneWise DNA Vitamins, i.e.; people with allergies, various ailments, pregnant women, people on medication, or pregnant men?

Yes. Some people are sensitive to a number of ingredients in any supplements. We provide you with a complete list of ingredients in your formula. If you have ANY concerns, check with you doctor.

Will the assessment and supplement address areas such as joint problems?

Yes and No. Your assessment will report bone health propensities but can't measure your activity levels, which may have a bearing on your overall bone health.

Am I permitted to enroll friends in Europe?

Not at this time.

Will the GeneWise LifeMap Formulation correct my SNP deficiency after time? Will I have to re-test?

Genes never change but the expression of genes can be assisted with the proper nutrition. No, you will never need to be tested for the 12 genes we test for.

What for of Vitamin E is used in the LifeMap nutrition product?

The vitamin E used in our formula (d-alpha-tocopheryl), is the most bio-available form of vitamin E.

What percent of the formula will be food based?

About 80% to 90% depending on your individual personalized LifeMap formula is food based. Our food based ingredients are either air-dried or spray-dried.

Do people with allergies to milk, corn, and tomatoes need to be concerned?

None of the ingredients in the LifeMap SNPBoosts or base formula contains milk; however, our base formula contains maltodextrin which is made from corn, and tomato powder extract. When in doubt, anyone with known allergies should consult their physician prior to using their LifeMap Nutrition product.

SCIENTIFIC

What are SNPs and why is this information important?

SNPs (pronounced "snips") are single nucleotide polymorphisms, which are small but common natural variations in human DNA. Each person's genetic material contains a unique SNP pattern attached to the DNA strand that serves as the body's instruction book, telling the body in minute detail how to do everything from making bone cells to processing dietary cholesterol to detoxifying spent hormones in the liver. Just as no two people are identical, so every instruction book is different. Each person has several million SNPs that account for the wide variations seen in the spectrum of human appearance and physiology. Some of these processes that are dictated by SNPs and gene expression are more efficient and supportive of health than others. By determining a SNP profile, it is possible to discover which areas are strong and which areas need extra support.

18

How do you choose which SNPs are evaluated in a GeneWise LifeMap Healthy Aging™ DNA assessment?

Although human DNA contains millions of SNPs, GeneLink scientist used the following criteria to choose the SNPs for the GeneWise LifeMap Healthy Aging™ DNA assessment:

1. Valid – The existence of the SNP is supported by solid, credible scientific evidence. Gene SNPs are added as knowledge progresses.
2. Important – A SNP predicts biochemical processes that associate with significant, specific physiologic disadvantages.
3. Frequent – The SNP frequency is relatively common among the general population.
4. Actionable – A SNP's negative potential can be modulated by nutritional formulations (for example).

What is the science that ties nutritional supplementation and lifestyle changes to the predisposition marked by the SNPs?

Leading clinical evidence is increasingly linking SNPs to specific nutritional needs. For example: The SNP for methylenetetrahydrofolate reductase (MTHFR) produces an enzyme with decreased affinity for its direct substrate, 5, 10 methylene-THF, which can cause a build-up of homocysteine. In plain English, it means that some people make more homocysteine than others, and now you are able find out if this applies to your patients. Those who make more homocysteine would especially benefit by increasing Folate in their diet, as well as starting dietary supplements that are clinically shown to reduce homocysteine.

Another example concerns individuals with the SNP for paraoxonase-1 (PON-1) who have an enhanced propensity for superior cardiac health because they more effectively block oxidation of LDL cholesterol. This means these people will have less oxidized LDL cholesterol than others. This SNP can also determine how effective vitamin C and vitamin E are as antioxidants in specific individuals.

How accurate is GeneWize Life Science's DNA assessment technology?

Several methods are used to determine DNA polymorphisms (SNPs). **GeneWize LifeMap Healthy Aging Assessment™** uses the Single Base Chain Extension (SBCE) assay, which is the most accurate method available and which identifies the SNP directly on the DNA. The profile accuracy is nearly 100%. In addition, the assay is performed robotically and the DNA strand is evaluated in both directions, which virtually eliminates human error in sample manipulation.

19

Does the buccal cheek swab DNA analysis provide the same information as with blood sample or other body parts? A cheek swab collection is easy but is it the best DNA to sample?

Most DNA testing is done today using samples collected through buccal swabbing, or cheek swabbing. Scientists agree that buccal swab samples are just as reliable as blood samples for DNA testing. DNA is the same in every cell of the body. A cheek cell collected through buccal swabbing contains the same DNA as a blood cell collected through a blood draw.

However, buccal swab samples have these primary benefits:

1. Buccal swabbing is easy to do. Buccal swabbing is painless and noninvasive. It can even be safely performed on a newborn infant.
2. Buccal swabs are more reliable than blood samples for patients who've recently had blood transfusions or bone marrow transplants. Such patients' blood may show the presence of the donors' DNA.

Where do I find information on the research used?

All of the supporting scientific research information will be available via PDF's in each Affiliate's "back office." Additionally, each LifeMap Healthy Aging Assessment™ contains multiple third-party research and third-party bibliography information related to the SNPs tested. Each custom LifeMap™ Nutrition System product is shipped to customers and Affiliates with a personalized ingredient listing included. Ingredient support information and 3rd party research will also be available in each Affiliate's "back office."

How can understanding your genes give you a longer, healthier life?

Your health is a result of interactions between your genes and lifestyle factors such as diet, exercise, stress, smoking and alcohol. It is your genetic make-up that determines which nutrients are used and how they are used; the way toxins are removed, what happens to any waste products and how efficient and effective these key processes are working within your body. However, by adjusting your lifestyle and utilizing a targeted nutritional supplement regimen, you can have a positive impact on how your genes work and compensate for areas in which your genes are not functioning at an optimal level.

If I have variations in my genes, can these be corrected?

Genes are found in every cell of the body. Therefore, for the correction to be effective, scientists must find a way to reach every single cell. This is an enormous challenge for gene therapy, an experimental procedure that is attempted only in serious genetic diseases caused by a single defective gene, such as cystic fibrosis. In contrast, the variations screened for by GeneWize are fairly common in the general population, and their presence does not mean you will definitely become ill. It would thus be both impractical and inappropriate to attempt to physically 'correct' these commonly occurring variations - even if the technology existed to make this possible. GeneWize is not involved in researching gene therapy, and we do not offer treatment of any kind. Rather, we provide advice that takes into account the presence of genetic variations. Our service allows you to maintain good health by customizing a nutritional supplement regimen tailored to your unique genetic profile.

20

Are gene variations always harmful?

No. Many gene variations have no effect on our body systems or our health and in certain cases these variations can even be beneficial. However, sometimes a variation can make the gene send misinformation or a “garbled” message to the cell. Upon receiving the garbled message, the cell will manufacture a product - such as an enzyme - that doesn't work exactly (or as efficiently) as it should; the variant enzyme may, for example, work faster or more slowly than is best for the body. Combined with an unhealthy diet or lifestyle, such a gene variation may make a person more susceptible to developing certain conditions or in some cases certain illnesses.