



easyDNA Launches Operations in Australia and New Zealand

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DNA paternity testing firm easyDNA has expanded its operations to provide its DNA testing services in two new markets: Australia and New Zealand.

PR9.NET November 17, 2007 - SYDNEY, AUSTRALIA – easyDNA (<http://www.easy-dna.com>), a leading DNA paternity testing firm, has announced that in line with its global expansion strategy, it has expanded its operations into both Australia and New Zealand. The company has opened an administration office in both Sydney and Auckland to provide a base for promoting its portfolio of DNA testing and servicing the clients looking to do perform tests such as DNA Paternity Testing.

In order to service the market better, the company has established dedicated websites www.easydna.net and www.easydna.co.nz specifically for its Australian and New Zealand clients respectively. A full list of the company's portfolio of services as well as information about each DNA test is available online. In addition, all prices are quoted in the local currency for added ease of use. Customers can order their DNA paternity test kit directly from the website and make payments via credit card.

Commenting on this development, Sales and Marketing Director Andrew Alexander, said, "We are pleased to be offering our services in Australia and New Zealand, especially because easyDNA is partly owned by Australian interests. These are very interesting markets for us since, unlike some other countries, awareness about DNA testing is high and widely used as a means of confirming biological relationships. We therefore need to concentrate our efforts on providing clients with the highest levels of customer service in order to differentiate ourselves from our competition."

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About easyDNA

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