



easyDNA Slashes Price for its Express DNA Testing Service

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International DNA paternity testing firm easyDNA has substantially reduced the price of its Express DNA Testing service to further improve its overall customer service.

PR9.NET July 19, 2008 - Kent, UK - easyDNA (<http://www.easydna.co.uk>), a leading DNA testing firm, has reduced the price of its Express Service by up to 30%. The DNA express testing service allows the customer to obtain their result within 48 hours from the samples being received at the laboratory instead of the normal 5 to 7 day working days turnaround. The price has been reduced across all easyDNA markets and currencies so can be benefited by all easyDNA customers.

Commenting on this development, Sales and Marketing Director Andrew Alexander, said, "At easyDNA we understand that waiting for a DNA paternity test (http://www.easydna.co.uk/content/index.php?section_id=1) can be a very emotional experience. Therefore we have decided to make the Express Testing option more accessible in terms of pricing so that clients that require the result earlier will find it easier to order this option.

We already have a good demand for this service but with the reduced price we expect more people to select this option. This will put a greater demand on the logistics of the testing process. However, as demand keeps growing we are continuously improving our internal logistics and our laboratories have expanded their capacity to meet the steady increase in DNA testing. Therefore we are confident that we will be able to deliver the results on time.

Our aim at easyDNA is always to constantly improve the overall quality of the customer experience. This one of the various initiatives we plan to unveil in the coming months."

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About easyDNA

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

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