



DIRIGO RESEARCH

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A
CORPORATE
PROFILE

GeneLink, Inc.

100 South Thurlow Street
Margate, NJ 08402
609-823-6991

Traded: Electronic Bulletin Board
Symbol: GNLK
Shares Outstanding: 27,300,000
Approximate Float: 8,000,000
52-week Trading Range: 20¢ — 80¢
Price at Press Time: 38¢



Chart courtesy of Yahoo!

SUMMARY

GeneLink, Inc. [GNLK - OTC BB] is the world's first family centered DNA bank and heredity genetic information service, providing the public with confidential DNA collection and storage services. As a result of the Human Genome Project and GeneLink's breakthroughs in research and development, the company is poised to become a leading provider of genomic technologies. GeneLink's patented DNA collection system will be used not only by families to store genetic information for years, but also by manufacturers of healthcare and cosmetic products designed to meet their customers' specific needs. Interest in GeneLink's patented process is growing dramatically by companies who manufacture and distribute nutrition supplements and skin care products, and we fully expect that a combination of the latest press releases and future announcements will bring heightened awareness to GeneLink's common shares — propelling them to much higher levels in coming months and seasons. We recommend purchase of GNLK for better than average capital appreciation.

THE HEALTHCARE AND COSMETIC INDUSTRIES

In an April 28, 2003 letter to shareholders, GeneLink's President, John DePhillipo, stated "We are extremely excited about our collaboration with **Arch Personal Care Products**, a unit of Arch Chemicals, Inc., a billion dollar New York Stock Exchange company." Mr. DePhillipo added that "Customized nutrition, based on GeneLink's Nutragenetic Profile Assessment™ is being offered to the public by **NuGenix, LLC**, a Berwick, PA, based direct marketing company. **MedQuest Pharmacy** of Midvale, UT, is offering GeneLink's genetic profiling technology for nutritional supplements and skin-care products to its healthcare professionals. Most recently, **DaVinci Labs**, a division of FoodSciences Corporation of Vermont, has designed a full line of comprehensive supplements called **GENEssentials™** using GeneLink's Nutragenetic Profile Assessments, and is distributing them to health care professionals." As of April of this year, the company had also entered into a collaborative agreement with **DNAPrint Genomics, Inc.**, a leader in the measurement of population structures for disease genetics.

THE COMPANY'S DNA COLLECTION SYSTEM

GeneLink's patented DNA Collection System is the foundation for all of the company's endeavors: GeneLink has the only patented, FDA reviewed, non-invasive, self-administered DNA collection system available

today. The company's Collection Kit offers the public a safe and easy method of collecting one's DNA and storing it for future reference at the company's DNA Bank, thereby providing a genetic family history that can be useful in the healthcare treatment of certain inherited diseases. GeneLink's kit is as easy to use as brushing one's teeth, and the total process takes just a few minutes. A simple stroking of the inner cheek with the company's swabs, placing the swabs in the special envelopes provided, and mailing the swabs to GeneLink's laboratories is the extent of the process. Everything is included in the kit, along with easy-to-follow instructions, and all the envelopes and forms are bar coded with unique ID numbers to insure privacy.

THE FUTURE

We have no way of knowing when the concept of storing one's genes will become standard family practise; however, the company's unique, patented collection system is already in demand by important companies in the healthcare and cosmetic industries. In addition to the marketing alliances described previously in this report, GeneLink announced three months ago a distribution agreement with **Enzymatic Therapy, Inc.**, whose medical practitioner division is this country's leading supplier of clinically validated nutritional supplements to doctors and health care professionals. Enzymatic Therapy manufactures more than 200 natural medicines, nutritional supplements, vitamins, and herbal extracts which are distributed exclusively by independent health food stores nationwide. Its Integrative Therapeutics division focuses on the research, development and distribution of clinically-validated nutritional supplements for doctors and healthcare practitioners.

GeneLink is dedicated to utilizing the latest generic research information and applied technologies to provide products and services that can assist in improving our lives. Approximately one-seventh of the US economy today — about \$1.4 trillion (*that's trillion with a t*) — is devoted to the healthcare business; and by the year 2010, that number is expected to explode to nearly \$3 trillion. The marketing potential of GeneLink's technology can be gleaned from the words of bestselling author and economist Paul Zane Pilzer: "Our demand for wellness based products and services is primarily driven by one function of the genetic code that causes aging — from wrinkles that appear on our skin to the ultimate breakdown of our bodily organs. It is already possible to predict the probability that a person will develop certain diseases. And soon, based on the recently completed mapping of the human genome, it should be possible to predict every forthcoming disease or condition not caused by external (i.e., diet and exercise) factors. In just the next few years, by using this information to predict the probability to develop a certain condition, a wellness distributor could suggest a vitamin- or supplement-based therapy. For example, a person with a genetic propensity to develop osteoporosis would be directed to take calcium supplements, or a person with a genetic propensity for developing prostate problems would be an early candidate to take saw palmetto." Wellness dictates taking the proper vitamins and/or supplements — and it is equally important to take the proper *dosage*. And now, because of GeneLink's patented collection system and proprietary genetic profiling tests, cosmetics, personal care products and healthcare products will be developed specifically for an individual, based on his or her own DNA.

RECOMMENDATION

GeneLink continues to form alliances with some of the world's largest distributors of nutritional, skin care, personal care, wellness and anti-aging products for our benefit. People are not only interested in longevity — the *quality* of life is equally important, and both the healthcare and cosmetics industries address the way we look and feel. It is virtually impossible to find someone who is not interested in both looking and feeling younger, and with our own individual DNA available to makers and distributors of cosmetic and healthcare products, we can now experience both physical and emotional health to a degree which was previously unattainable. Still largely unnoticed by the investing public, GeneLink is well positioned for a glowing future: we expect both revenues and earnings to begin early in 2004. Trading at the midpoint of its 52-week price range, we believe that the company's common shares will move much higher as investors begin to take notice of GeneLink, its technology, and its future potential. Further information and updates can be found on the company's website — www.bankdna.com.

November 3, 2003