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**From:** Theranos

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**Importance:** Normal

**Subject:** Theranos

**Received:** Sat 9/7/2013 7:15:00 AM

To our shareholders,

I am delighted to share that we have now begun the commercial launch of the new products and services we've been working on for the past years.

Our new website will be up at [www.theranos.com](http://www.theranos.com) later tonight, and the Wall Street Journal has released a piece introducing our story in Saturday's paper at

[http://online.wsj.com/article/SB10001424127887324123004579055003869574012.html?mod=WSJ\\_hpp\\_sections\\_opinion](http://online.wsj.com/article/SB10001424127887324123004579055003869574012.html?mod=WSJ_hpp_sections_opinion) (link from the Wall Street Journal homepage).

As per our previous note, should you be contacted by any media persons please continue to relay them to our PR team and let us know you've been contacted at [pr@theranos.com](mailto:pr@theranos.com) or so we can follow up accordingly.

There are so many people here at Theranos who have worked seven days a week for so many years, pouring their heart and soul into

building this business and realizing our vision with literal blood, sweat, and tears. It is such a great pleasure to be able to share this with you now, and to introduce our mission to the world to make actionable health information accessible to people everywhere at the time it matters most.

With my best regards,  
Elizabeth

Elizabeth Holmes  
CEO  
Theranos, Inc.

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