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10 YEAR ANNIVERSARY OF JODINE SERRIN'S VALENTINES' DAY MURDER

REWARD OF \$52,000 BEING OFFERED

February 14, 2017

The Carlsbad Police Department, San Diego County District Attorney's Office and San Diego County Crime Stoppers are asking for the public's assistance for any information about the unsolved murder of Jodine Serrin. There is a combined reward of \$52,000 in this case.

On February 14, 2007, Jodine Elizabeth Serrin, a 39-year-old, mentally challenged woman, was found murdered in her Carlsbad condominium located in the 1900 Block of Swallow Lane. Jodine was a highly functioning young woman active in the National Alliance for the Mentally Ill, Mariposa Club, and Friends Club House. On the tenth anniversary of Jodine's murder, investigators are releasing a new website dedicated to the Cold Case Investigation and new suspect information based on the first use of new forensic technology in San Diego County.

- Jodine Serrin's parents (Art and Lois Serrin) will be available for media interviews today at **10 a.m.** in front of the Hall of Justice located at 330 W Broadway, San Diego, CA.
- Investigators will release a Media-Friendly Snapshot composite of the murder suspect based on DNA evidence.
- Investigators will announce a new website (jodineserrin.net) that is dedicated to this cold case investigation.

Information about Parabon Snapshot DNA Phenotyping Service and photos of Jodine Serrin are on following pages.

Investigators from the Carlsbad Police Department and San Diego County District Attorney's Office have recently sought the services of Parabon NanoLabs (Parabon), a DNA technology company in Virginia that specializes in *DNA phenotyping*: the process of predicting physical appearance and ancestry from unidentified DNA evidence. Law enforcement agencies use the company's Snapshot™ DNA Phenotyping Service (Snapshot) to narrow suspect lists and generate leads in criminal investigations.

Using DNA evidence from this investigation, Snapshot produced trait predictions for the associated person of interest (POI). Individual predictions were made for the subject's ancestry, eye color, hair color, skin color, freckling, and face shape. By combining these attributes of appearance, a Snapshot composite was produced depicting what the POI may have looked like in 2007. Estimated age and body-mass index (BMI) based on witness information were used because age and BMI cannot be determined from DNA.

It is important to note that Snapshot composites are scientific approximations of appearance based on DNA, and are not likely to be exact replicas of appearance. Environmental factors such as smoking, drinking, diet, and other non-environmental factors — e.g., facial hair, hairstyle, scars, etc. — cannot be predicted by DNA analysis and may cause further variation between the subject's predicted and actual appearances.

Media inquiries:

- Questions regarding the investigation should be directed to Carlsbad PD Detective/Sgt. Darbie Ernst at (760) 931-2139 or email at Darbie.Ernst@carlsbadca.gov.
- Questions regarding Crime Stoppers should be directed to Officer Mark Herring at (619) 531-1500 or email at msherring@pd.sandiego.gov.

Anyone with any information about the murder of Jodine Serrin is asked to visit www.jodineserrin.net, call the Carlsbad Police Department's Cold Case Team's tip line at (760) 931-2225 or the **Crime Stoppers anonymous tip line at (888) 580-8477**.

Snapshot, built with funding from the US Department of Defense, is a revolutionary new forensic DNA analysis service that accurately predicts the physical appearance and ancestry of an unknown person from DNA. It can also determine kinship between DNA samples out to six degrees of relatedness. Snapshot is ideal for generating investigative leads, narrowing suspect lists, and identifying unknown remains.

Website: <https://snapshot.parabon-nanolabs.com/>

Examples of Snapshot Composites Released by Law Enforcement to the Public:

- <https://snapshot.parabon-nanolabs.com/posters>

Informational Videos About Snapshot:

- Introduction to Snapshot (3 Minutes):

<https://www.youtube.com/watch?v=RGGXm8DMC3k>

- NBC Nightly News Evaluation of Snapshot (~ 3 Minutes / No audio, captions only):

<https://snapshot.parabon-nanolabs.com/nbc-news-video>

- How to Read a Snapshot DNA Phenotyping Report (14 Minutes):

<https://snapshot.parabon-nanolabs.com/reports/sample-video>

About Parabon NanoLabs, Inc.

Parabon NanoLabs , which developed and operates the Snapshot DNA Phenotyping Service, is a vertically integrated DNA technology company located in Reston, Virginia that develops next-generation forensic and therapeutic products, which leverage the enormous power of DNA.

Staffed by a uniquely qualified team of scientists and technologists, with expertise ranging from bioinformatics and chemistry to computer science and pharmacology, Parabon is bringing to market revolutionary new products and services made possible by recent advances in DNA sequencing, analysis and manufacturing technologies.

Website: <https://parabon-nanolabs.com/>

Media Inquiries About the Snapshot Technology Can Be Directed To:

Parabon NanoLabs Contact

Paula Armentrout

P: 703.689.9689 x250

nanolabs@parabon.com

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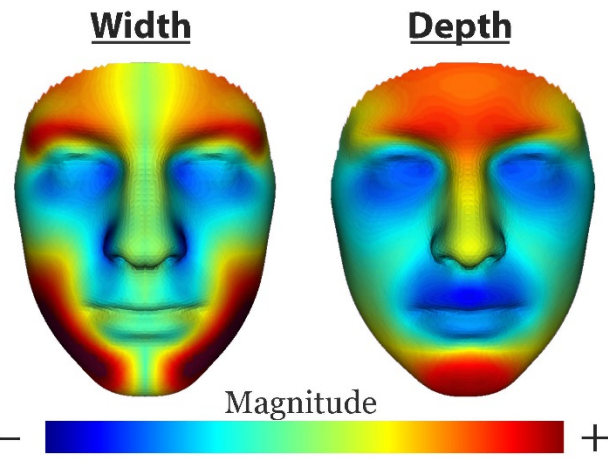
laura@lauraburgess.com

Snapshot Prediction Results

Composite Profile

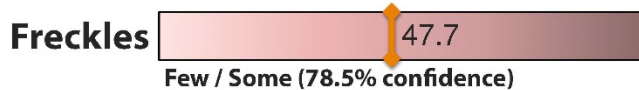
Snapshot
DNA PHENOTYPING

#SDCDA-07-001412-Snapshot
 #SDCDA-07-001412-Snapshot-VIC-R02
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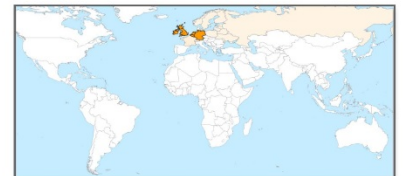


Differences are emphasized relative to the average out-of-sample prediction for males with matching predicted ancestry.

Predicted (▣) & Excluded (⊠) Phenotypes



Sex: Male ♂
Age: Unknown
 (Composite shown at age ~40)
Body Mass: Unknown
 (Composite shown at BMI 30)
Ancestry: Northern European



Jodine Serrin



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