

MYHERITAGE AND FAMILY TREE DNA PARTNER TO HELP PEOPLE TRACE FAMILY HISTORY USING DNA

Tel Aviv, Israel and Houston, Texas – November 20, 2008 – MyHeritage, one of the world’s most popular family Web sites, today announced a partnership with [FamilyTreeDNA](#), the company that pioneered DNA testing for genealogic research. In addition to MyHeritage’s innovative [Smart Matching](#) and [Research](#) technologies, members can now also use information contained in their DNA to find present-day relatives who share a common ancestor from many hundreds of years ago. FamilyTreeDNA users can take advantage of MyHeritage’s site to not only further research family history, but also stay connected with current family members around the world.

“With close to 220,000 records, FamilyTreeDNA is the largest database of genealogic DNA information in the world. This provides the perfect complement to MyHeritage’s current research tools, giving our members another way to learn about where they come from,” said Gilad Japhet, founder and CEO of MyHeritage. “We help people around the world discover, connect and communicate with their extended family network and easily research their family history. Now, by working with FamilyTreeDNA, we can offer a solution when the paper trail runs out.”

Since its founding in 2000, FamilyTreeDNA has tested over 450,000 people, helping customers trace family history when no conventional records are available. The advanced DNA screening technology, among other things, can reveal Native American, African or Jewish descent on paternal or maternal lines, as well as uncover ancestral information for those who were adopted. Through a range of tests, users can obtain information on recent and historical origins, including a migration map on both paternal and maternal lines. MyHeritage's 27 million users will have access to the following three tests:

- Y-DNA25 – a Y-chromosome test for males (US\$129)
- mtDNA – a mitochondrial DNA test for males and females (US\$129)
- Y-DNA25 + mtDNA – a combined Y-chromosome and mitochondrial DNA test for males (US\$219)

Bennett Greenspan, President and CEO of FamilyTreeDNA, said, “MyHeritage is an invaluable resource when researching family history online, which is a perfect complement for our DNA research.

Our DNA research can show two people that they are related, and MyHeritage's Smart Matching technology can compare their family trees to show the connection. We are also excited to give our members, through MyHeritage, a way to stay connected with relatives all over the world.”

MyHeritage is a leading online destination for families. On the site, people can find relatives, research family history, and stay connected to family members across the globe. In addition, MyHeritage offers automatic photo tagging technology that makes it easier to label, organize and search for digital photos, giving families another fun way to stay in touch.

About MyHeritage

MyHeritage was founded by a team of people who combine a passion for family history with the development of innovative technology. It is now one of the world’s leading online networks for families, and the second largest family history website. MyHeritage is available in 34 languages and home to more than 27 million family members and 280 million profiles. The company recently acquired Kindo, a family social network, and is based in Bnei Atarot, near Tel Aviv, Israel. For more information, visit www.myheritage.com.

Find a video about MyHeritage's new photo tagging features here:

http://www.myheritage.com/blogs/companyblog/2008/09/get_to_know_our_smart_new_phot.html

About Family Tree DNA

Founded in April 2000, Family Tree DNA (www.familytreedna.com) was the first company to develop the commercial application of DNA testing for genealogical purposes: until then, testing had only been available for academic and scientific research. Since that time, the pioneering company has developed a breadth and depth of programs and services and created standards that have earned it international respect and made it the world's most popular DNA-testing service not only for genealogists but for anyone interested in delving beyond the surface into family roots. Today, Family Tree DNA's approaches 220,000 individual test records, making it the premier source for researching recent and distant family ties. Family Tree DNA has recently been featured in Time, Newsweek, the New York Times and the Los Angeles Times and on NBC-TV's "Today Show" and CBS-TV's "60 Minutes."

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