

## **MyHeritage.com Acquires Dutch Family Network ZOOOF.com**

*The deal increases MyHeritage.com's presence in the Dutch market, coming right after its acquisition of major family network OSN (Verwandt.de)*

### **AMSTERDAM, Netherlands & LONDON, England & and TEL AVIV, Israel - February 8, 2010**

– MyHeritage.com, the company that connects families to their past and to one another, today announced the expansion of its global family network by acquiring the Dutch family network ZOOOF.com. This is the fourth acquisition by MyHeritage.com in the fast growing and highly competitive market of family networks. Amsterdam-based ZOOOF.com is an international website in 35 languages with a solid reputation in the Dutch market.

"We're very pleased to welcome all ZOOOF.com members to our network," said Mario F. Ruckh, Director of Marketing for MyHeritage.com. "The Netherlands is one of the most important markets for family history worldwide, and the history of the Dutch as explorers and merchants means there are people around the world with Dutch roots. We've seen on our network that, out of all nations, the Dutch have the largest family trees. That is why the strengthening of the Dutch part of our Family Graph will help users from all over the world discover their Dutch ancestors and relatives through our Smart Matches™. The friendly spirit of ZOOOF.com impressed us and we'll do our best to carry that over to MyHeritage.com."

"Through face recognition technology and the smart family matches I believe MyHeritage.com is able to tie millions of family trees together" said Jean-Paul Busker, CEO and co-founder of ZOOOF.com. "For the users, this will truly be a journey of discovery. For MyHeritage.com, ZOOOF.com is a small but valuable piece of the puzzle in mapping the global family ties of the present and the past."

MyHeritage.com is the online home for millions of families worldwide and is known for its powerful technologies like Smart Matching™ and automatic photo tagging. Following the acquisitions of ZOOOF.com and, as announced last week, of European family network OSN, which operates a network of 10 market-leading family sites including verwandt.de, moikrewni.pl and verwant.nl, MyHeritage.com now holds a database of 47 million international users and 538 million profiles. These acquisitions help MyHeritage.com build on its existing strength in the USA, UK, Canada, France and Australia while making significant inroads into key European markets such as the Netherlands and Germany.

**About MyHeritage.com**

MyHeritage.com was founded by a team of people who combine their passion for family history with the development of innovative technology. Since launching in November 2005 MyHeritage.com has become the world's leading international online network for families and the second largest family history website. The fastest growth rates in the industry combined with the acquisitions of Pearl Street Software (2007), Kindo.com (2008), OSN (2009) and ZOOOF.com (2010) have made MyHeritage.com the home for 47 million family members and approx. 540 million profiles. The company has offices in London, UK; Hamburg, Germany; Boulder, Colorado, USA and Tel Aviv, Israel. MyHeritage.com has received funding by Accel Partners and Index Ventures. For more information, visit [www.myheritage.com](http://www.myheritage.com).

### **About ZOOOF.com**

ZOOOF.com is an online family network based in Amsterdam, the Netherlands. Co-founder Jean-Paul Busker came up with the idea for ZOOOF.com in 2004 as a project to investigate the concept of 'Six Degrees of Separation' for families in the world. Partnering with co-founder Stefan Leenen, a computer science expert, ZOOOF.com was launched in 2004 in 35 languages.

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