



MyHeritage.com Offers New Feature-Rich Profiles for Families on the Web

As mainstream trend for researching family history moves online – MyHeritage.com enables web users to document everything that makes their families special. Richer profiles offer diverse fields including adoptions and favorite interests, flexible date options and a geographical map showing life's most important events.

London, England & Tel Aviv, Israel – July 22, 2010 – MyHeritage.com, a leading family and genealogy website, announced today a range of new features to enhance the profiles of family members for its user base of more than 50 million people.

The additional profile features, including the option to construct family trees with adoptions and foster families, and a world-map trail highlighting important events and locations in a family member's life, are ideal for enabling users to define and embrace the diverse and ever changing character of their family.

Additional information and memories of each family member – including education, career, favorite movies, food and other interests, can also be easily entered and edited, making MyHeritage.com the ideal place online to store all important family information.

Users can now enter important dates (such as births, marriages and deaths) with several options; exact dates can be entered, as well as more approximate dates such as "circa 1970", "after August 1980" and even "between January 15 1920 and before March 1921". This provides flexibility in documenting dates for families who are unsure of exact chronology. Such dates remain fully structured, and can be automatically sorted, translated, and searched.

"Families come in all shapes and sizes," said Gilad Japhet, founder and CEO of MyHeritage.com. "We're proud to enable people to document and celebrate the depth and diversity of their family history with these new features. Being able to add additional information to the profile of a family member – ranging from a full biography and their favorite sayings, to the juicy family stories about them, adds color that brings family history alive and preserves it for future generations. As family history continues to gain momentum within mainstream audiences, a secure place on the web to store all your family information and photos and share them with loved ones becomes essential - and that's what MyHeritage.com provides to millions of families around the world."

About MyHeritage.com

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

MyHeritage.com 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.com is available in 35 languages, is home to more than 50 million family members and hosts profiles of more than 600 million people. In February 2010, MyHeritage acquired popular family tree website Verwandt. For more information, visit www.myheritage.com

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