



MyHeritage Bolsters Leadership in the Netherlands with Strategic Partnerships and First National TV Advertising Campaign

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TEL AVIV & AMSTERDAM--(BUSINESS WIRE)--MyHeritage, the popular family history network, today announced two key partnerships and a national TV marketing initiative that strengthen its leadership position in the Netherlands. The partnerships with popular Dutch genealogy services Aldfaer and Coret Genealogie include product integration and harness MyHeritage technologies to improve the way Dutch people explore their past.

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MyHeritage currently has over 850,000 registered users in the Netherlands - about 5% of the population - and more than 80 million users worldwide, between its flagship service MyHeritage and the Geni.com service it operates.

Aldfaer

Founded in 1998, Aldfaer is a comprehensive genealogy freeware distributed by the Aldfaer Foundation that has achieved high popularity among family history fans in the Netherlands. As part of the agreement, MyHeritage will support the Aldfaer Foundation to allow its continued operation. Among the new features Aldfaer will offer a seamless integration of MyHeritage’s unique Smart Matching and Record Matching technologies to bring high accuracy automatic discoveries to the users of Aldfaer, based on MyHeritage's huge international database of 5.6 billion records and family tree profiles.

“We’re excited to work with MyHeritage,” said Anne van der Ploeg, founder of the Aldfaer Foundation. “They have earned our trust with their ethical approach to business. Aldfaer will continue to grow and thrive and the addition of MyHeritage matching will make it even more valuable for our many users in the Netherlands.”

Coret Genealogie

Coret Genealogie provides several online services dedicated to Dutch genealogy. Founded by Bob Coret in 2003, the services include Stamboom Forum, the most active genealogy forum in the Netherlands and Genealogie Online, a comprehensive online family tree publishing service. MyHeritage has partnered with its founder Bob Coret, a respected genealogist and technologist in the Dutch genealogy community. Coret will be working with MyHeritage as a strategic advisor and technologist to help MyHeritage perfect its offerings in the

Netherlands and develop new opportunities within the Dutch market. As of next month, MyHeritage matching technologies will be added to the Genealogie Online service to allow its users to make new discoveries, without transferring data to MyHeritage. Integrations with additional services in the Coret Genealogie portfolio will follow.

“I look forward to working with MyHeritage – a global technology leader - as they strengthen their presence in the Netherlands,” said Bob Coret. “The Dutch family history landscape is diverse, exciting and extremely active and the cooperation with MyHeritage will create new opportunities for Dutch family history enthusiasts.”

TV ad campaign

MyHeritage has recently launched a large-scale prime time television advertising campaign in the Netherlands. The campaign features MyHeritage users in the Netherlands sharing their stories, passion and experiences with the service. The voice of the campaign is Dutch celebrity actor, Bram van der Vlugt. In addition to the Netherlands, MyHeritage has simultaneously launched another national TV campaign in Norway.

“Among all countries of the world, the Netherlands stands out in the passion of its people for family history,” said MyHeritage Founder & CEO Gilad Japhet. “We’re delighted to spearhead important new partnerships with Aldfaer and Coret and launch our first national TV campaign to further enhance our Dutch market leadership.”

About MyHeritage

MyHeritage is the leading destination for discovering, sharing and preserving family history. As technology thought leaders and innovators, MyHeritage is transforming family history into an activity that’s accessible and instantly rewarding. Its global user community enjoys access to a massive database of historical records, the most internationally diverse collection of family trees, and ground-breaking search and matching technologies. MyHeritage is trusted by millions of families and provides them an easy way to share their story, past and present, and treasure it for generations to come. MyHeritage is available in 40 languages.

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