



MyHeritage and FamilySearch enter significant strategic partnership to advance family history

Landmark alliance between the leading industry players includes the exchange of technological innovation and historical records to benefit users

TEL AVIV, Israel and SALT LAKE CITY, Utah—October 14, 2013—[MyHeritage](#), the popular online family history network, and [FamilySearch.org](#) announced today the signing and commencement of a strategic partnership that forges a new path for the family history industry. Under this multi-year partnership, MyHeritage will provide FamilySearch with access to its powerful technologies and FamilySearch will share billions of global historical records and family tree profiles spanning hundreds of years with MyHeritage. This will help millions of MyHeritage and FamilySearch users discover even more about their family history.

FamilySearch will provide MyHeritage with more than 2 billion records from its global historic record collections and its online Family Tree. These records will be added to [SuperSearch](#), MyHeritage's search engine for historical records, and will be matched with family trees on MyHeritage using its matching technologies. MyHeritage users will gain access to an unprecedented boost of historical records and family tree profiles, which are key to researching and reconstructing their family histories. This reinforces MyHeritage's position as an international market leader, with gigantic assets of family trees and records, which are the most globally diverse in the industry.

FamilySearch members will benefit from MyHeritage's unique technologies which automate family history discoveries. Smart Matching™ automatically finds connections between user-contributed family trees and Record Matching automatically locates historical records relevant to any person in the family tree. By receiving accurate matches between FamilySearch's Family Tree profiles and historical record collections, such as birth, death, census, and immigration documents, FamilySearch members will be able to more effectively grow their family trees in size and in depth and add conclusions supported by historical records.

“For more than a hundred years, FamilySearch has been dedicated to working with the world's archives to preserve their records for future generations” said Gilad Japhet, Founder and CEO of MyHeritage. “Their massive undertaking has made family history more accessible to everyone. This partnership highlights MyHeritage's technology leadership and our firm commitment to adding historical records on a massive global scale, accelerating our vision of helping families everywhere explore and share their legacy online. We look forward to a fruitful future working hand in hand with our friends at FamilySearch.”

“FamilySearch values collaborative partnerships that enable more people, in more places, to discover their family history” said Dennis Brimhall, CEO of FamilySearch. “MyHeritage is an innovative company



that has a fast growing, global online audience. We are excited to commence this partnership which enables FamilySearch to better serve the global family history community.”

About MyHeritage

MyHeritage is a family history network helping millions of families around the world discover and share their legacy online. As technology thought leaders and innovators in the space, MyHeritage is transforming family history into an activity that’s more accessible, exciting, and easier than ever before. MyHeritage empowers its global community of users with unique social tools, a massive library of historical content, and powerful search and data matching technologies. The service is available in 40 languages. For more information, visit www.myheritage.com.

About FamilySearch

FamilySearch International (online at FamilySearch.org) is the largest genealogy organization in the world. Millions of people use FamilySearch records, resources, and services to learn more about their family history. To help in this great pursuit, FamilySearch has been actively gathering, preserving, and sharing genealogical records worldwide for over 100 years. FamilySearch is a nonprofit organization sponsored by The Church of Jesus Christ of Latter-day Saints. Patrons may access FamilySearch services and resources for free online at FamilySearch.org or through over 4,800 family history centers in 70 countries, including the renowned Family History Library in Salt Lake City, Utah.

Press Contacts

Aaron Godfrey, MyHeritage PR Manager

Phone: US +1-347-329-5461 | UK +44-208-816-7571

Email: aaron@myheritage.com

Paul Nauta, FamilySearch PR Manager

Phone: US +1-801-240-6498

Email: nautapg@familysearch.org