



MyHeritage releases mobile app for on-the-go discoveries

World's largest family network unveils new mobile experience for searching historical records, including the 1940 U.S. Census, on iPhone, iPad and Android

PROVO, Utah & LONDON & TEL AVIV, Israel – April 5, 2012: [MyHeritage](#), the most popular family network on the web, today announced the ability to search billions of historical records, including the 1940 U.S. Census, on-the-go via a new version of the free MyHeritage Mobile App for iPhone, Android and iPad. The new version 1.2 of the MyHeritage App also searches more than 22 million family trees, helping users with their family history research. The move further extends MyHeritage's leadership by offering an intuitive and exciting experience for families to discover more about the lives of their American relatives in 1940 and to trace their roots around the world, all on-the-go.

The MyHeritage Mobile App was first introduced in December 15, 2011 and has since amassed an install base of more than 500,000. In addition to searching historical content, it allows users to take their family tree on-the-go with an attractive display specially suited for mobile devices, capture family moments for future generations and stay in touch with family anytime, anywhere.

As millions of people rush to satisfy their curiosity and access the 1940 US census - one of the most significant sets of historical records ever to be released - MyHeritage is currently the only commercial player offering both a complete set of images from all US states and a preliminary searchable index, available via the new MyHeritage App and on www.myheritage.com/1940census. Access is completely free and no registration is required.

All 3.8 million images of the 1940 U.S. Census, and the initial collection of indexed records searchable by names, facts and other criteria, are now available to explore for free on the MyHeritage App, downloadable from the [App Store](#) or [Google Play](#) (formerly Android Market). The app can search the entire MyHeritage data collection of more than four billion records, many exclusive to MyHeritage, including birth, marriage, death, immigration and military records, census records, newspapers, yearbooks and much more. Available in more than 20 languages, the app enables family history lovers all over the world to explore their family's history.

The company's quick delivery and high quality searching and viewing experience of the 1940 U.S. Census prompted praise from some of the world's leading genealogy opinion leaders:



Influential Geneablogger Pat Richley-Erickson commented yesterday on her popular blog, [Dear Myrtle](#): *"MyHeritage: 1st commercial site to post all 1940 census images [...] All images from the 1940 US federal census are now live on the MyHeritage site. This was accomplished by jumping through hoops, technologically speaking. These images are free, and readily accessible. Ol' Myrt here thinks you'll like the image interface. Try it, you'll like it."*

"MyHeritage has beaten the rest of the crowd," wrote renowned Geneablogger Dick Eastman in [Eastman's Online Genealogy Newsletter](#), yesterday, while well-known reporter Ancestry Insider compared all companies and organizations working on the 1940 census, and summarized: *"Today [MyHeritage](#) crossed the image finish line. Early in the day they finished loading all states. The online buzz about MyHeritage has been very positive. I declare them first place."*

The updated MyHeritage Mobile App is powered by the fastest and most powerful family history search engine, MyHeritage SuperSearch™. Packed with historical records obtained through the company's acquisition of FamilyLink, and user-generated information in family trees on MyHeritage, SuperSearch™ is expected to be launched with full capabilities in mid-April, to help family history enthusiasts break through brick walls in their research.

"It has been encouraging to see the huge mainstream interest in the 1940 US census. Anticipating this demand, we have created a fantastic online and mobile experience for families to discover their roots and satisfy their curiosity for the 1940 U.S Census", said MyHeritage Founder and CEO, Gilad Japhet. "Enabling discoveries via mobile puts us firmly on the map as a serious provider of historical content. Our successful publishing of the 1940 US census and the enhanced mobile app are only the beginning – watch this space!"

With more than 62 million registered users, billions of historical records, 22 million family trees and close to 1 billion profiles, MyHeritage has become the trusted home on the web for families wishing to explore their family history, share memories and stay connected.

About MyHeritage

MyHeritage is the most popular family network on the web. On MyHeritage, millions of families around the world enjoy having a private and free place to explore their history and share special family memories. Pioneers in making family history a collaborative experience for all the family, MyHeritage empowers its users with a unique mix of innovative social tools and a massive library of historical content. The site is available in 38 languages. The company is backed by Accel Partners and Index Ventures, the investors of Facebook and Skype. For more information visit www.myheritage.com. The 1940 U.S. Federal Census is available on www.myheritage.com/1940census.



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