



### **One in 20 Brits use MyHeritage.com as Online Family Network attracts UK masses**

**London, United Kingdom – February 24, 2011** - [MyHeritage.com](http://MyHeritage.com), the most popular family network on the web, today announced that it has surpassed the 3 million registered user milestone in the United Kingdom. With more than one in every twenty people in the UK now using MyHeritage.com, online family history is becoming a part of the fabric of internet life for the mainstream. A mix of social networking and genealogy, MyHeritage.com provides a free and private place online for families to explore their history and keep in touch.

There are currently over 3,176,905 registered users of MyHeritage.com out of a total UK population of approximately 62 million. Global membership of MyHeritage.com has risen steadily since the website launched in November 2005, indicating a rising trend for researching roots, and collecting and sharing family memories online. When measured by the number of registered users for MyHeritage.com, there is more interest in family history in the UK than any other European country.

“Our phenomenal growth in the UK and around the world indicates that family history is transforming into a popular mainstream activity”, said Laurence Harris, UK Genealogy Manager at MyHeritage.com and a researcher for the BBC’s WDYTUA (Who Do You Think You Are?) programme. “By enabling people to explore and share their family histories on the web for free, MyHeritage.com is helping drive this trend. We’re delighted to provide the British people with the tools to discover their rich and diverse family histories”.

With one of the longest and most celebrated histories, and as a nation rich in multiculturalism, the United Kingdom presents fertile conditions for the genealogy market.

For people wishing to trace their past, MyHeritage.com’s free Smart Matching™ technology has already helped hundreds of thousands of people discover ancestors and locate long-lost relatives, reuniting families whose ties have been broken by time and fate. The technology matches between the people in a user’s family tree and more than 700 million people in 17 million other family trees on MyHeritage.com. With over 54 million users, huge global reach and support of 36 languages, MyHeritage.com helps users find and reunite with family members all around the world. Several dozen user stories can be found on the MyHeritage [Blog](#), including some exciting stories from the UK.

People wishing to begin tracing their roots can visit [www.myheritage.com](http://www.myheritage.com) and start filling out their family tree today. A completely free basic site comes with Smart Matching™, Family Tree Charts, social networking features for family members and more. A premium subscription can help take family history research one step further with enhanced features for finding, documenting and sharing family history.

MyHeritage.com is exhibiting at the WDYTYA (Who Do You Think You Are?) show at Olympia, London, on 25<sup>th</sup>-27<sup>th</sup> February at stand 505 in the National Hall.

### **About MyHeritage.com:**

MyHeritage.com is the most popular family network on the web. Millions of families around the world enjoy having a private place for their families to keep in touch and to showcase their roots. MyHeritage.com's Smart Matching™ technology empowers users with an exciting and innovative way to find relatives and explore their family history. With all family information stored in a secure site, MyHeritage.com is the ideal place to share family photos, and celebrate and preserve special family moments. With 700 million profiles and 17 million family trees, and available in 36 languages, MyHeritage.com is nurturing family relationships and uniting families worldwide. For more information please visit [www.myheritage.com](http://www.myheritage.com)

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To arrange a meeting or interview at the WDYTYA Exhibition (25<sup>th</sup>-27<sup>th</sup> February 2011) contact:

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