



23andMe and MyHeritage Announce Strategic Collaboration and Product Integration

New collaboration combines family trees and DNA to empower individuals to discover and document their ancestry

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MOUNTAIN VIEW, Calif. & TEL AVIV, Israel--(BUSINESS WIRE)--23andMe, the leading personal genetics company, and MyHeritage, the leading destination for discovering, sharing and preserving family history, announced today a strategic collaboration that will provide an enhanced experience for individuals to discover their legacy based on genetic ancestry and documented family history.

“Given MyHeritage’s technology leadership in the ancestry space and vast global reach, we are excited about the value this relationship will bring to our customers around the world.”

23andMe pioneered autosomal DNA ancestry analysis for consumers, and has created the largest DNA ancestry service in the world. With a simple saliva sample 23andMe can reveal the geographic origins of distant ancestors and help people discover unknown relatives. MyHeritage helps millions of families worldwide find and treasure their unique history with easy-to-use family tree tools, a huge library of more than 5.5 billion historical records and innovative matching technologies for automating discoveries. Integrating the market leading solutions in ancestral DNA and family trees will provide an unparalleled experience for customers of both companies.

“We believe this collaboration with MyHeritage will offer our customers a vastly improved opportunity to build their family tree and discover new connections,” said Andy Page, President of 23andMe. “Given MyHeritage’s technology leadership in the ancestry space and vast global reach, we are excited about the value this relationship will bring to our customers around the world.”

“Combining genealogy with DNA-based ancestry is the next evolution in uncovering family history,” said Gilad Japhet, Founder and CEO of MyHeritage. “DNA testing can connect you to relatives you never knew existed, who descend from shared ancestors centuries ago, but family trees and historical records are critical to map and fully understand these connections. We have great respect for 23andMe’s technology and values, and its pioneering approach to genetics represents strong potential value for our users in the future.”

23andMe will offer its more than three quarters of a million customers around the globe access to MyHeritage's family tree tools. This will allow 23andMe's customers to enjoy automated family history discoveries. Smart Matching™ automatically finds connections between user-contributed family trees and Record Matching automatically locates historical records from the billions of records available on MyHeritage, pertaining to any person in the family tree. MyHeritage will utilize 23andMe's API to provide the best experience for customers, by allowing any two people with matching DNA to explore their family tree connections. MyHeritage will also offer 23andMe's Personal Genome Service® to its global community of more than 70 million registered users, in addition to the DNA tests it already offers.

The first phase of integration will be complete by early 2015.

About 23andMe

23andMe, Inc. is the leading personal genetics company dedicated to helping people access, understand and benefit from the human genome. The company's Personal Genome Service® enables individuals to gain deeper insights into their genetics and ancestry. The vision for 23andMe is to personalize healthcare by making and supporting meaningful discoveries through genetic research. 23andMe, Inc., was founded in 2006, and the company is advised by a group of renowned experts in the fields of human genetics, bioinformatics and computer science. More information is available at www.23andme.com. 23andMe's health reports are not cleared by the FDA. US customers may purchase 23andMe's ancestry-only product.

About MyHeritage

MyHeritage is the leading destination for discovering, sharing and preserving family history. As technology thought leaders and innovators in the space, MyHeritage is transforming family history into an activity that's accessible and instantly rewarding. Trusted by millions of families, its global user community enjoys access to a massive library of historical records, the most internationally diverse collection of family trees and ground-breaking search and matching technologies.

MyHeritage empowers families with an easy way to share their story, past and present, and treasure it for generations to come. MyHeritage is available in 40 languages. www.myheritage.com

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