



Family Historian Genealogy Software Integrates MyHeritage Matching Technologies for Automated Discoveries

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TEL AVIV, Israel & LONDON--(BUSINESS WIRE)--MyHeritage, the popular family history network, and Calico Pie Limited, London-based publishers of genealogy software, today jointly announced that MyHeritage's Smart Matching™ and Record Matching technologies will be integrated into Family Historian, Calico Pie's popular desktop genealogy program. This will enable users to benefit from automated discoveries sourced from millions of family trees and billions of global historical records on MyHeritage.

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Family Historian incorporates comprehensive features designed to make family history friendly for beginners and experts alike. The new version 6 of Family Historian, scheduled for release on December 9th 2014, will feature MyHeritage matching. Some matches will be free to view while others will require a MyHeritage subscription.

MyHeritage helps millions of families worldwide discover and preserve their unique history effortlessly on its services across Web, mobile and desktop. Its flagship technologies Smart Matching™ and Record Matching match family trees with other family trees and relevant historical records. This allows users to discover new stories about their ancestors, discover relatives and connect with family members they have not known before. With a high accuracy rate of 97%, these technologies make fascinating family history discoveries automatically.

"We're delighted to enhance the latest release of Family Historian with the best matching technologies in the industry," said Simon Orde, Managing Director of Calico Pie. "With the seamless integration of MyHeritage technologies, Family Historian is set to deliver unprecedented value to users interested in exploring their past."

"We're excited to provide our matching technologies to a top-notch product like Family Historian", said MyHeritage's Founder & CEO Gilad Japhet. "Our technologies have been used successfully on MyHeritage by millions of people. They have helped people make life-changing discoveries and have enriched their lives. We are now proud to make these technologies available also to partners, and Family Historian will be among the first to include them, to be followed by many more."

MyHeritage matching technologies are also being integrated by leading Dutch genealogy software Aldfaer and the online genealogy services of Coret Genealogie in the Netherlands.

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.

www.myheritage.com

About Calico Pie Limited

Calico Pie has been developing its flagship product Family Historian since 1998. The program has won numerous prestigious awards, and was the top-rated genealogy product in the last two comparisons of genealogy programs by *Which?*, the largest consumer body in the UK.

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