



## MyHeritage Releases Redesigned Mobile App for Family History

TEL AVIV, Israel & LEHI, Utah – May 7, 2015: [MyHeritage](#), the leading destination for discovering, preserving and sharing family history, announced today the release of a completely redesigned version of its mobile app. The enhanced MyHeritage mobile app for iOS and Android enables families around the world to build their family tree, instantly discover ancestors and relatives, and preserve and share their legacy, all with a better looking and more intuitive interface. As part of the company's strong focus on mobile products, MyHeritage also announced the opening of an additional engineering office in Tel Aviv for its rapidly expanding mobile development team.

So far more than 4 million people have downloaded the MyHeritage app, and its usage is growing worldwide. Within the last 3 months, the MyHeritage app for Android has ranked in the top 100 apps in its category on Google Play in 40 countries. In addition it is currently ranked in the top 5 apps in its category in Denmark and Norway in both Apple's App Store and Google Play.

The Android version was recently selected by Google as a "featured app" in more than 100 countries, making MyHeritage the first company in the family history industry to receive such recognition.

"The surge in popularity of the MyHeritage app is a testament to the increasing demand for high-quality mobile products for family history", said Mike Mallin, Chief Product Officer at MyHeritage. "MyHeritage focuses on enabling everyone to make fascinating discoveries that are instant and meaningful. Our redesigned app is instrumental in achieving this through a much improved user experience. Together with our dedicated and rapidly growing team of mobile experts we plan to explore new frontiers for our users in 2015 and beyond."

The MyHeritage app is available for free on [Apple's App Store](#) and [Google Play](#). Watch a [brief video about the MyHeritage mobile app](#).

### About MyHeritage

MyHeritage is the leading destination for discovering, preserving and sharing family history. As technology thought leaders, MyHeritage is transforming family history into an activity that's accessible and instantly rewarding. 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. Trusted by millions of families, MyHeritage provides an easy way to share family stories, past and present, and treasure them for generations to come. MyHeritage is available in 42 languages. [www.myheritage.com](http://www.myheritage.com)

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