

FINAL: To be released on August 13, 2009

## **MYHERITAGE.COM ADDS MAPS TO ITS FAMILY HISTORY SUITE**

*New version 4.0 of MyHeritage.com's Family Tree Builder visualizes family history in colourful maps, and offers Family Chat™ in a new family toolbar*

**London, England & Tel Aviv, Israel – August 13, 2009** – MyHeritage.com, a leading family and genealogy Website, today announced the release of Family Tree Builder 4.0. With more than 5 million downloads so far, Family Tree Builder is the world's most popular free genealogy software, allowing seasoned pros and beginners alike to build family trees, research their family history, add photos and videos, and obtain unique Smart Matches™ with other family trees worldwide. The key improvements of the new version include a map module, a family toolbar with Family Chat™ and extensive support for albums to organize a family's photos, videos and documents.

“In recent years we've seen a growing number of people who want to learn more about their ancestors and where they came from”, said Gilad Japhet, Founder and CEO of MyHeritage.com. “With the new map module, people can get an appealing visual representation of their family's life journeys. They can also map the addresses of family members, quickly find all events and photos associated with a particular place and even standardize place names using smart suggestions. This provides a fascinating new perspective for millions of people interested in their family history.”

The new family toolbar provides direct access to family sites on MyHeritage.com, adds powerful genealogy search and features Family Chat – a text, audio and video chat system built specifically for family use. Members also receive useful birthday reminders on the family toolbar without leaving the Web page they are on.

The Family Tree Builder software – free to download at <http://www.myheritage.com/family-tree-builder> – is already well respected by family history enthusiasts for its ease of use and excellent handling of photos and other digital media. The addition of albums for organizing photos, videos and documents makes it an even more useful tool. Family Tree Builder 4.0 also adds slideshows for showcasing family photos in appealing ways; and a new screen saver that displays family photos based on tagging and face recognition technology.

MyHeritage.com is a leading online destination for families, where people can find relatives, research family history, and stay connected with family members across the globe. In addition, MyHeritage.com offers automatic photo tagging technology that makes it easier to label, organize and search for digital photos, giving families another fun way to stay in touch.

**About MyHeritage.com**

MyHeritage.com was founded by a team of people who combine a passion for family history with the development of innovative technology. It is now one of the world's leading online networks for families, and the second largest family history website. MyHeritage.com is available in 34 languages, is home to more than 33 million family members and hosts profiles of 360 million people.

For more information, visit [www.myheritage.com](http://www.myheritage.com) or <http://www.myheritage.com/family-tree-builder>

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