



## **MyHeritage releases cutting-edge personalized family calendars**

*World's largest family network introduces beautiful printed family calendars, created in one click and automatically personalized with family events and photos*

PROVO, Utah & LONDON & TEL AVIV, Israel – March 13, 2012: [MyHeritage](#), the most popular family network on the web, today announced the worldwide release of personalized and customizable family calendars that are created in a single click. Automatically filled with important events such as birthdays, anniversaries and national holidays, and intuitively decorated with the best matching family photos, the beautifully designed MyHeritage family calendars introduce a new and easy way for families to remember special occasions. Personalized for every MyHeritage user, the calendars rival other leading industry designs but take only a fraction of the time and effort to create.

With more than 62 million registered users and 21 million family trees, MyHeritage has become the trusted home on the web for families wishing to explore their family history, share memories and stay connected. The new personalized family calendars use information from a user's private family tree on MyHeritage, such as names, photos, birthdays and wedding anniversaries of the closest family members, to provide the ultimate hassle-free wall planner and a perfect gift for loved ones. For the millions of MyHeritage users who have invested in building a family tree and uploading photos, their efforts can now reward the entire family with innovative products that take advantage of the data already entered, such as the new family calendars.

Created in one click with an array of 15 designs to choose from, users can preview the calendars and further customize them to include additional relatives, events and photos, or to replace or reposition the photos that were automatically selected. The calendars are a global product available in 28 languages and ship to any destination worldwide. In addition, the calendars support the national holidays of dozens of countries, as well as major religious holidays.

"We're delighted to introduce personalized family calendars to make it easier for families to keep track of important events" said MyHeritage Founder and CEO Gilad Japhet. "We constantly strive to diversify our family history offering to engage the wider family, and our beautiful and instantaneous family calendars are an important step in that direction. A personalized family calendar is an affordable and heartwarming addition to any home and now we've made it a cinch to get one."

The calendars are available at [www.myheritage.com](http://www.myheritage.com) and cost as low as US\$19.95 plus shipping.



The family calendars are the result of a three-way cooperation between MyHeritage and companies [Fuga Technologies](#) and Total Graphics, based on the [MyHeritage Family Graph API](#) and Adobe InDesign Server. More family-oriented printed products will be developed by this partnership in the future.

### **About MyHeritage**

MyHeritage is the most popular family network on the web. On MyHeritage, Millions of families around the world enjoy having a private and free place to explore their history and share special family memories. Pioneers in making family history a collaborative experience for the family, MyHeritage empowers its users with innovative social tools and a massive library of historical content. The site is available in 38 languages. So far more than 62 million people have signed up to MyHeritage. The company is backed by Accel Partners and Index Ventures, the investors of Facebook and Skype. For more information visit [www.myheritage.com](http://www.myheritage.com).

### **Press Contact**

Caroline Cohen, PR Manager for MyHeritage  
Phone: +44 2081231152 Email: [caroline@myheritage.com](mailto:caroline@myheritage.com)