

MyHeritage Adds Nine New Languages, Supports More Than Any Other Family Web Site

London, England and Tel Aviv, Israel – October 31, 2008 – MyHeritage, one of the world’s most popular family Web sites, today announced the launch of nine additional languages on its website, bringing the total to 34. The new languages include Danish, Romanian, Bulgarian, Serbian, Croatian, Lithuanian, Malay, Arabic and Persian.

“Families everywhere want to learn about their history and stay in touch with relatives who may be spread around the world,” said Gilad Japhet, founder and CEO of MyHeritage. “We are committed to making MyHeritage the most inclusive online destination for families, regardless of their location or language.”

MyHeritage helps more than 26 million people around the world connect and communicate with their extended family network and easily research family history. Its impressive growth is based on an increasing desire of families to stay closely connected, learn more about each other and regularly share photos and news online. MyHeritage can be accessed through the Web site (www.myheritage.com) or by downloading a simple piece of software for free. MyHeritage also offers new technology that automatically recognizes and labels faces in digital photos, making it even easier and faster to organize, search for, and share pictures with your family and friends.

About MyHeritage

MyHeritage is one of the world’s leading online networks for families, and the second largest family history website. MyHeritage is available in 34 languages and home to more than 26 million family members and 280 million profiles. The company recently acquired family social network Kindo.com, and is based in Bnei Atarot, near Tel Aviv, Israel and London, UK. For more information, visit www.myheritage.com.

For more information contact:

Mario F. Ruckh, Marketing Manager MyHeritage
mario@myheritage.com
+44 7726 454833
Twitter: mario_knd