



MYHERITAGE.COM UNVEILS STUNNING ONLINE FAMILY TREE CHARTS

Launches world's largest online source for creating, printing and sharing family tree charts

London, England & Tel Aviv, Israel - November 18, 2010 - MyHeritage.com, the largest and fastest growing family network on the web, unveiled today a host of new online family tree chart designs and features. As the leading online source for family tree charts, with over 7,000 of them created every day by its users, MyHeritage.com has now completely revamped its offering to enable free customization, printing and sharing of beautiful family tree charts. Going one step further in enabling users to showcase their family history, MyHeritage.com launched today a professional poster printing service for any chart produced on the website, and added a new department specializing in the production of custom-tailored handmade family tree charts.

More than 16 million families have created a site on MyHeritage.com; a private place for exploring family history, finding long-lost relatives and keeping in touch. Innovative tools, such as Smart Matching™ and photo sharing with facial recognition technology, provide a friendly and secure setting where millions of users have planted their family tree online.

Users can now create a family tree chart from their family site in a few clicks, by choosing from numerous different chart types ([click here to view](#)), including the newly introduced Bowtie and Hourglass formats. The Hourglass chart shows the ancestors and descendants of a selected individual, in as many generations as desired. MyHeritage.com has further innovated on this format: its Hourglass charts can optionally include the ancestors of any spouse as well. The new Bowtie format showcases an immediate family with the ancestors of the two partners on either side.

With a choice of 18 different predefined chart styles ([click here to view](#)), plus a wide variety of border designs, frames, background images, decorations, colors and fonts, users enjoy thousands of combinations for personalizing their family tree charts. Users can further customize their chart by choosing which information they wish to include in their family chart - from names, birthdates or wedding anniversaries - through personal photos and personal notes - to entire biographical data on family members.

MyHeritage.com offers high resolution export of charts completely free of charge, to enable sharing with other family members and friends. Users can generate all charts in PDF format, which is compatible with every home printer and enables easy sharing as an email attachment.

As of today, MyHeritage.com adds a professional poster printing service for any chart produced on the website, starting as low as \$20 per poster. With worldwide shipping, any user can now order a high quality printout of their chart packaged in a protective tube, either directly to their home or shipped as a gift to any other address. The print can be ordered on a variety of paper types (including standard paper, matt photo, glossy photo, vinyl and canvas), in almost any size and with optional lamination. For special occasions like family reunions, posters can be as large as an entire wall.

In addition to the automatically generated charts and posters, MyHeritage.com is launching today exclusive handmade charts ([click here to view](#)). These special charts, each a unique creation, make an ideal present for a family reunion, anniversary or other special occasion, and are also an heirloom for future generations. A dedicated team at MyHeritage.com has been set up to prepare these impressive custom-made family tree charts in direct consultation with the customer, to ensure they are tailored according to the individual's needs and taste.

“Our beautiful family tree charts are a great reward for families who have spent many hours researching their roots”, said MyHeritage.com Founder and CEO, Gilad Japhet. “Family history is much more fun when you can share what you’ve discovered with others, and family tree charts are perfect for that. We’re proud to raise the bar and provide the widest choice of customizable family tree charts on the web - that can easily be shared with others for free. Our attractive new family tree posters will be a source of pride in every home and are perfect as a gift for the upcoming holidays”.

Existing users of MyHeritage.com can create their own family tree charts by simply clicking on the 'family tree' tab on their family site and choosing 'charts and books'. People who have already built a family tree elsewhere can easily import their family tree onto MyHeritage.com and take advantage of the beautiful chart options, by signing up for free on www.myheritage.com and uploading a GEDCOM file.

About MyHeritage.com:

MyHeritage.com is the most popular family network on the web. Millions of families around the world enjoy having a private place for their families to keep in touch. MyHeritage.com's Smart-Matching technology empowers users with an exciting and innovative way to find relatives and explore their family history. With all family information stored in a secure site, MyHeritage.com is the ideal place to share family photos, and celebrate and preserve special family moments. Offering 36 languages, 650 million profiles and 16 million family trees, MyHeritage.com is nurturing family relationships and uniting families worldwide. For more information please visit www.myheritage.com

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