

News-worthy Trends

Bridging The Past To The Present

(NAPSA)—An exciting and fast-growing hobby enjoyed by millions worldwide could be your route to learning more about yourself and your family.

Tracing back your family history as far as possible into the past and finding new living relatives in the present can be a rewarding experience, introducing you to family members you never knew and helping you learn about your ancestors and what they may mean to you today.

To help you on this journey, the most popular family network on the Web, www.myheritage.com, has a new and free advanced technology that can automatically discover long-lost relatives and ancestors. Called Smart Matching, it's a unique search technology that discovers matches between the people in your family tree and more than 800 million people in 19 million other family trees around the world. Smart Matching can help everyone, from beginners to advanced genealogists.

The technology is sophisticated enough to overcome differences in spelling, phonetics and relationships that may exist between the trees. You can confirm or reject any matches and discuss them with family members. It works in real time as you enter new information and you will be notified by e-mail of new discoveries made by the system. The site's huge global reach and support of 38 languages help you find and reunite with



family members all around the world.

For example, David Greenberg, a myheritage.com user from Buffalo, N.Y., had been exploring his family history for over 40 years when a Smart Match reunited him with his long-lost cousin, whom he believed had perished during World War II. Another user, Jeff Ausmus from Michigan, built his family tree and through a Smart Match discovered that one of his friends from high school was, in fact, his cousin.

Learn More

All it takes is a quick visit to myheritage.com to begin building your family tree online for free—then sit back and let Smart Matching discover relatives for you. The site also helps you keep in touch with family and preserve special family photos and memories. The site is free of ads and spyware and all data is private and secure.