

FOR IMMEDIATE RELEASE

**LEADING US, UK AND AUSTRALIAN GENEALOGY COMPANIES ANNOUNCE NEW
VENTURE AT NGS CONFERENCE**

- **FamilyLink.com, Inc., findmypast.co.uk and Gould Genealogy & History announce agreement**
 - **Findmypast.co.uk to take over worldvitalrecords.com.au**
- **Australian online service will be relaunched as findmypast.com.au supported by Gould Genealogy & History**

The National Genealogical Society Conference in Salt Lake City provides the backdrop for a joint announcement today by three leading players in the world genealogy market. FamilyLink.com, Inc.'s WorldVitalRecords Australasian operation is to be taken over by leading UK family history website findmypast.co.uk and run in partnership with Gould Genealogy & History of Australia.

The website currently known as WorldVitalRecords.com.au will be relaunched next month under the new name of findmypast.com.au. It will initially provide subscription access to mainly Australian and New Zealand content. The plan is then to fully integrate both content and features from the findmypast.co.uk website as soon as possible.

Findmypast.co.uk is part of brightsolid online publishing and is the leading UK-based provider of family history content. It is currently the only supplier of the complete England and Wales censuses from 1841 to 1911. As well as developing its own digitisation projects, findmypast already has over 100 existing data licence partners, ranging from The National Archives of the United Kingdom and the British Library, to family history societies, county record offices and individuals. The company already has a well-established Australian presence, and the addition of this website will build on that foundation.

Findmypast.co.uk is already working with leading family history societies and suppliers to offer significant Australian content, with many more records in the pipeline. The company will now be working in partnership with Gould Genealogy & History, whose data will provide the backbone of the content for the new service. Alan Phillips' team at Gould Genealogy & History, and in particular, *Unlock the Past* will be instrumental in providing promotion including roadshows and customer support throughout Australia and New Zealand.

Elaine Collins, Commercial Director at findmypast.co.uk commented: “At findmypast.co.uk we already have a high proportion of customers in Australia and New Zealand, who love our UK records. This new development will in future enable us to offer even more exciting content for them. And we know that one in three of our customers in the UK has at least one branch of their family that has emigrated to Australasia, so the new service is bound to be of immense interest to them. We are very excited by the prospect of a great new vision for online genealogy.”

Alan Phillips of Gould Genealogy & History added: “We have long felt that the strong Australasian collections with FamilyLink’s WorldVitalRecords and the extensive British collections of findmypast.co.uk were very complementary, especially for the Australian/New Zealand market. We had long hoped for some kind of collaboration in marketing in this region. Marketing both under one new Australasian brand is even better for all concerned and especially users. Further, partnering with findmypast.co.uk will make a large body of Australasian content much more readily available to British and European users with down under interests.”

Yvette Arts, Director of Partner Relations at FamilyLink.com stated: “As FamilyLink.com concentrates on the integration of the social networking side of its operations into the main WorldVitalRecords.com site, it was a natural fit for two of our partners, findmypast.co.uk and Gould Genealogy & History, to form the backbone of a new Australian/New Zealand service. We are pleased about this new development in the genealogy and family history space, and see it as a major step towards building a top online service for a global audience. FamilyLink.com will continue to feature Australasian content on its WorldVitalRecords.com site.”

Subscribers to the existing worldvitalrecords.com.au site will be able to access the records on the new findmypast.com.au site as soon as it launches, and those customers with the world package or the Australasia plus will additionally be able to access the records on FamilyLink’s WorldVitalRecords.com world site.

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Notes to editors

About findmypast.co.uk

Leading UK family history website findmypast.co.uk (formerly 1837online.com) was the first company to make the complete birth, marriage and death indexes for England & Wales available online in April 2003.

Following the transcription, scanning and indexing of over two million images, the company launched the first website to allow the public easy and fast access to the complete indexes, which until then had only been available on microfiche film in specialist archives and libraries. The launch was instrumental in creating the widespread and growing interest in genealogy seen in the UK today.

Findmypast.co.uk has subsequently digitised many more family history records and now offers access to over 750 million records dating as far back as 1538. This allows family historians and novice genealogists to search for their ancestors among comprehensive collections of military records, census, migration, occupation directories, and current electoral roll data, as well as the original comprehensive birth, marriage and death records.

In November 2006 findmypast.co.uk launched the ancestorsonboard.com microsite in association with The National Archives to publish outbound passenger lists for long-distance voyages departing all British ports between 1890 and 1960.

As well as providing access to historical records, findmypast.co.uk is also developing a range of online tools to help people discover and share their family history more easily, beginning with the launch of Family Tree Explorer in July 2007.

In April 2007, findmypast.co.uk's then parent company Title Research Group received the prestigious Queen's Award for Enterprise: Innovation 2007 in recognition of their achievement.

Findmypast.co.uk was acquired in December 2007 by brightsolid, the company who were awarded The National Archives' contract to publish online the 1911 census, which it launched in January 2009.

In March 2010 findmypast.co.uk began to publish online for the first time in association with The National Archives the Chelsea Pensioners' British Army Service Records dating from 1760 to 1913, covering many of the most significant battles in British military history including Waterloo, the Crimean and the Boer Wars.

About Gould Genealogy

Gould Genealogy & History has been a supplier of family and local history resources since 1976. With a range of 11,000 products, it has one of the widest offerings in the field available anywhere in the world. Publishing commenced under the Gould brand in 1980.

In July 2003 a sister company, Archive CD Books Australia (now **Archive Digital Books Australasia**) was formed to digitise old and rare books, mainly from Australia and New Zealand. At present the Archive Digital Books Australasia list totals some 1800 products – about 1.2 million pages and an estimated 100 million names. Around a third of this collection will initially be offered on the findmypast.com.au site. Archive Digital Books Australasia is one of five international Archive CD Books partners.

Major series that we have digitised to date or are in the process of digitising include:

- directories from all states of Australia and New Zealand, plus selected titles for Britain
- government gazettes from most states
- police gazettes – complete for four states with others in progress
- electoral rolls – a large collection (all states and NZ) will be scanned over the next year
- numerous histories, biographical records, war records, church periodicals and more

Unlock the Past, the newest of the Gould brands, was established in mid 2009. This draws together a team of 35 speakers and writers and collaborates with many others to provide:

- a major events resource – supporting existing events and running major events of its own
- a publishing brand – many important new guide books are planned for 2010 and beyond
- a significant free content site
- a marketing platform for partners - societies, libraries and commercial partners

Unlock the Past is still in its formative stage, but its flagship event will be a national roadshow later in the year to at least 6 Australian cities. Elaine Collins of findmypast.co.uk, a major sponsor of Unlock the Past, will be one of the featured presenters at the roadshow. Unlock the Past is also organising major Expos in two states in 2010, several regional roadshows to country districts and the first Australasian History and Genealogy Conference-Cruise in March 2011.

About FamilyLink.com Inc

FamilyLink.com Inc., is a top provider of the family social experience with more than 60 million users. FamilyLink also makes it easy for families to share family history content with all their relatives. Family members can upload photos, share memories and stories, build family trees,



and find new relatives and ancestors. Families can search over 1.5 billion names to find ancestors.

FamilyLink's flagship application We're Related (later renamed FamilyLink) launched in 2007 and today has more than 65 million users. More than 20 million users use the product each month. FamilyLink.com is in the process of integrating its social experience into its WorldVitalRecords.com service.