



Media Kit 2009



OneGreatFamily.com Media Kit Contents

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**Seasonal and Feature-Related Press Releases are also available
to download from www.OneGreatFamily.com/pressroom**

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**People are fascinated with their family history.
Who am I? Where did my ancestors come from?
Are there any kings in my background? How about villains?**

**How in the world will I find out? Do I have to go to libraries?
Dig up old information and hunt through microfilm records?**

Maybe I can just find it online! Then reality sets in...

**I found a ton of genealogy web sites.
How do I search through each one? What information do I start looking for?
Do I really have to search for each person in my family tree individually?!
I don't have that kind of time. I just want to know more about my family tree!**

OneGreatFamily.com exists to solve this dilemma.

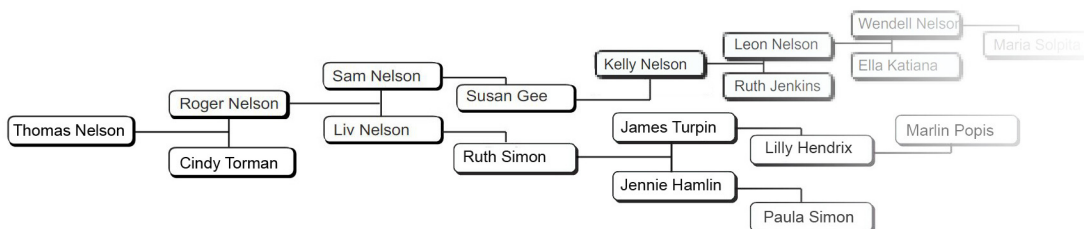
Our goal is to match and merge all of the separate family trees created by genealogists into one single unified world-wide family tree.

Rather than uncovering just one record or one name at a time, you can *utilize the research of others to instantly add generations* to your family tree. And, the work of comparing the names and dates in your tree is done automatically by our system. For 10 years, we have been developing and refining our Internet genealogy tools.

No other Web site will take all of your known family information, compare the complex combination of names and dates and relationships, then *automatically merge your family tree with others that are clearly related*. Every day, we compare more than 18.8 trillion sets of matches before merging those that are definite.

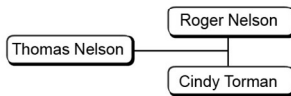
This is *Internet genealogy at its best*: Millions of names are contributed in hundreds of thousands of family trees. Contributors are meeting online and sharing information and anecdotes personally. But most importantly, our engine is constant checking data as it is entered, comparing, qualifying, rejecting, merging — saving years of work for people who really just want to know “who’s in my history?”

Every week we do more than 18,750,000,000,000 (that's 18.8 trillion!) comparisons of individuals including names, dates, and relationships... seeking a match that will automatically extend your family tree.

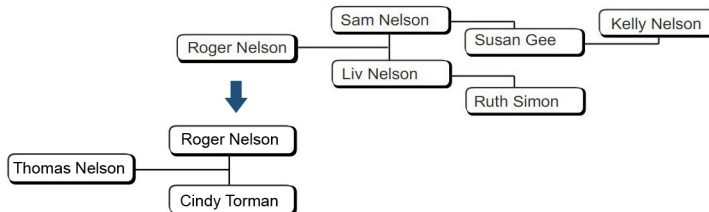


Overview of OneGreatFamily.com's Functionality

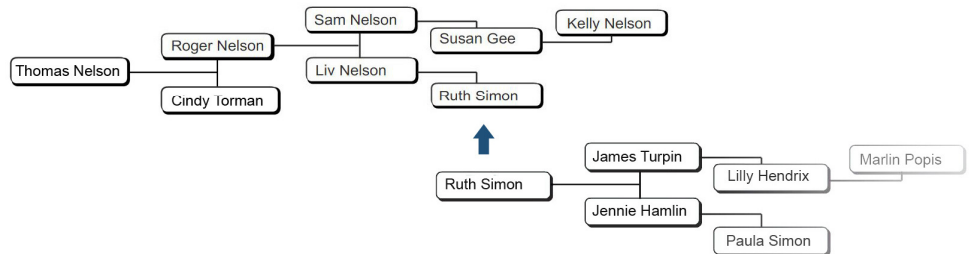
Imagine that you start tracing your family tree, and you have information on a few people.



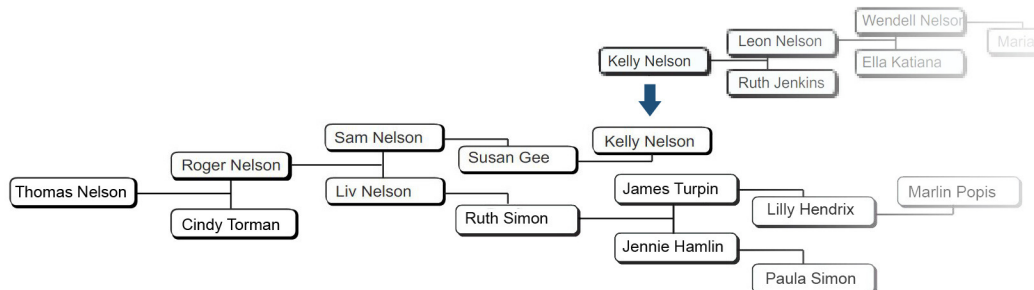
Fortunately, someone else is tracing the same family line, and they've already published their tree. Among millions of people, our system finds the common ancestor, compares all their data and relationships, and determines that these trees are in fact connected by Roger. So the trees are automatically merged for you.



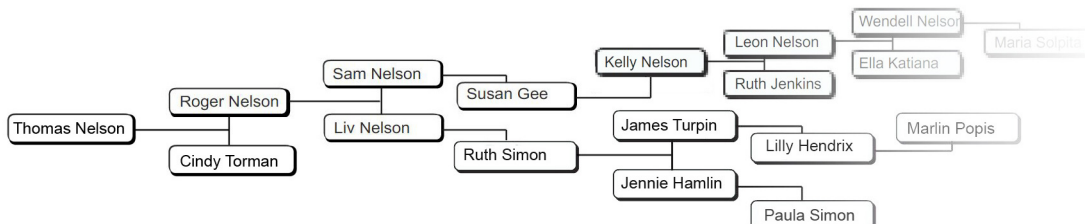
Not only did someone already trace Roger's line, a different person has traced Ruth's history. Again, after comparing more than 18.8 trillion sets of matches, our system verifies that these trees are indeed connected by Ruth, and the two trees are automatically



Not only Roger and Ruth, but also Kelly... again our system performs trillions of comparisons and verifies that these trees should be connected, so it automatically merges them for you.



And again, and again, and again, 24 hours a day, 365 days a year, our system analyzes and compares information, merging obvious matches and saving people countless hours of individual comparisons and then manual merging. **OneGreatFamily.com is the ONLY genealogy site that does the merging for you!**



Tracing the Family Tree

The Popularity of Genealogy in America

- ✦ In **1995**, Maritz Marketing said that **113 million people** were interested in their genealogy.
- ✦ In **2000**, a new Maritz Marketing survey indicated that number had grown to 60% of the population, with **120 million people** at least somewhat interested in their roots. Further, Maritz said that **35 million people were using the Internet** for genealogy.
- ✦ In **2005**, a new survey showed that 73% of the U.S. population was interested in or actively researching their family history.* This means that approximately **162 million adults** in the U.S. are interested in or tracing their roots.

Compare that to...

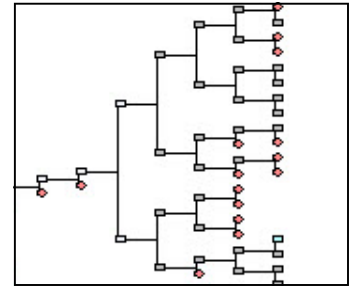
- ✦ 97 million people worldwide watched the last Superbowl on TV
- ✦ 129.4 million people voted in the recent Presidential election

Fun Facts about OneGreatFamily.com

- ✦ Every week, an average of 400,000 names are submitted to OneGreatFamily.com.
- ✦ Our powerful genealogy engine does about 18.8 trillion comparisons of individuals every week, encompassing names, dates and relationships.
- ✦ Each week, about 450,000 potential matches are identified by our search engines. More than 2/3 of those are certain matches which are automatically merged to instantly extend our customers' family trees.
- ✦ Hundreds of thousands of family histories are chronicled at OneGreatFamily.com.
- ✦ Families range from Smith to Jones, from Chen to Zuniga, from Bertolini to Szymanska, from O'Leary to Yamamoto.
- ✦ Famous ancestors? Find Julius Caesar, Attila the Hun, George Washington, Charlemagne, Christopher Columbus, Anne Boleyn, Thomas Edison, Barbara Walters, and more.

* This survey was done in 2005 by Market Strategies, Inc. for Ancestry.com.

162 million people in the US are interested in or tracing their roots



...but only 97 million people worldwide watched the last Superbowl



Every Week
400,000 new names
18.8 TRILLION comparisons
300,000 automatic merges

Bertolini

Szymanska
Smith

Julius Caesar

Christopher Columbus



Reviewer's Guide

Step One:

Enter your known information so OneGreatFamily can go to work for you.

It's easy to tap into the unique power of this web site – the ability to utilize the research of others to instantly add generations to your family tree. Just start by registering for an online subscription. (You can start with a free trial if you prefer.)

There are two ways to enter information. If you choose the *Your Family Tree* tab, you will use a graphical screen to build your tree. Or, select the *Your Family Dashboard* tab, then click the *View or Edit My Family Tree* button for our full-featured **GenealogyBrowser**.

Use the icons on the right side of the "Individual Details" screen to enter notes, biographies, a research log, citations, and multimedia files.

Start entering as much as you know about your relatives. OneGreatFamily's matching technology uses names, relationships, dates, and places to match and merge family trees. You will get the best results if you've entered information on at least 18 people, and if the individuals in your tree include at least one relationship.

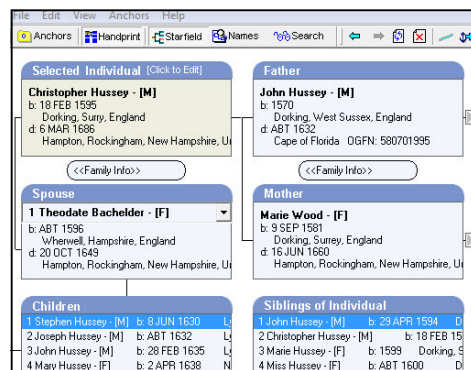
**As soon as you enter a few names,
our powerful genealogy engine goes to work,
comparing your data with
hundreds of thousands of trees.
Each week, we compare *18.8 trillion* sets
of matches of names, dates, and relationships.**



Entering information is the first step to uncovering the secrets that we have in store ... the possibility of finding and automatically merging information on multiple generations of your family, as well as the ability to meet and collaborate with others on your tree.

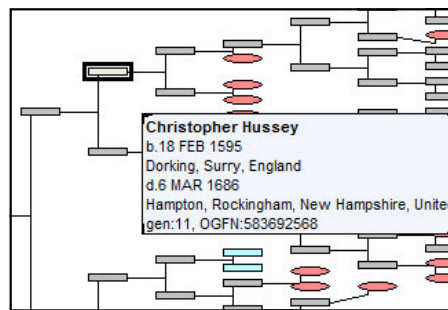
In **GenealogyBrowser**, data is entered on the left side of the screen and becomes your **Handprint** – the unique combination of names and relationships that identifies your family.

GenealogyBrowser—Handprint



These side-by-side screens simultaneously show the big picture and the specific details of one family group.

GenealogyBrowser—Starfield



You can easily see these relationships in the **Starfield** view on the right side of the screen. Roll your mouse pointer over any box to see that person's information, or click on a name and you'll see that person's immediate family details in the adjoining Handprint screen. (You can adjust the Zoom level of the Starfield as well as the number of generations that are shown.)



Step Two:

OneGreatFamily compares 18.8 trillion pairs of individuals every week, looking for exact matches that will tie your family tree to others, and automatically “piggybacking” the trees onto each other.

Ancestors OneGreatFamily.com has found and added to your family tree: **10131**

While preserving detailed family stories is fun, the reality is that most people involved in genealogy are in it for “the hunt” – they would rather have a tree that dates back to the 1600s than a tree with a lot of detail that only reaches the 1800s.

As you enter names into your tree, we immediately and continuously go to work comparing your information against every name and relationship in our huge conglomerate database. Ours is the only genealogy web site that not only identifies matches, but also merges the data for you. From your opening Family Dashboard page, just click the link next to the counter to see how many people OneGreatFamily has added to your tree. (You can also see a detailed listing of each person with hyperlinks to their location in the actual family tree.)

Date ↑	Ancestors Added	Ancestors Removed
9/25/2008 8:12:11 AM	939	-1011
9/23/2008 5:42:06 PM	101310	-11
9/22/2008 1:03:17 PM	4	-4
9/19/2008 1:03:40 PM	75	-1

Each week, OneGreatFamily will compare roughly **18.8 trillion** pairs of individuals in order to keep abreast of all the new data being added to our system. If anyone else has traced and published your same family line, **we will find the connection and make it for you.**

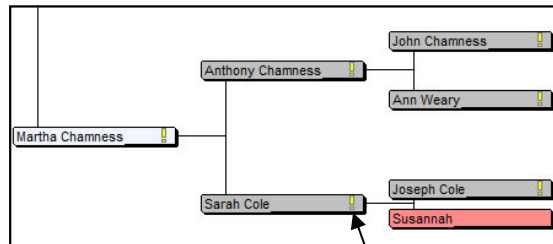
Step Three:
See information that was merged, and verify Hints to combine others.

Here’s how our system works: First, it compares every person added to the system against every person in the system. For each of those comparisons, we reach one of three conclusions:

1. Definitely not a match—these two people are clearly not the same person; we do nothing and move on.
2. Definitely a match—these two people are clearly the same person; we merge the records together, preserving each user’s unique view of the data. We mark these with an exclamation point so that it’s clear who has been automatically added.

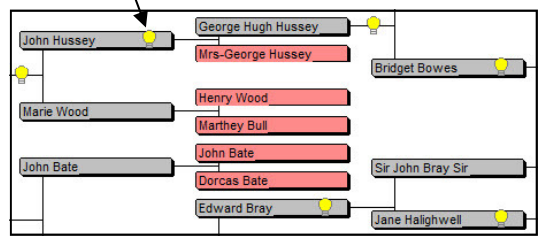
You may also see a lightning bolt icon in the box of someone who was merged. This marks a factual **Conflict**. This happens when our system deems that two people are, in fact, the same person, but there are differences in the information and/or relationships for that person. For example, if all names and relationships are the same, but the birth dates are slightly different, that would be a conflict. The system merges the two people, linking the trees, but each contributor still sees their own data. Clicking the lightning bolt icon allows a user to see the data provided by others and choose which information to use in their tree.

3. There’s not enough data provided to know if two people are clearly the same person. It’s likely, but not certain. We do not merge these records; we mark them as a **Hint** with a light bulb and leave it to you to do a little more research to decide if they are the same person and merge them.



This person matches a person in another tree and the two have been merged together.

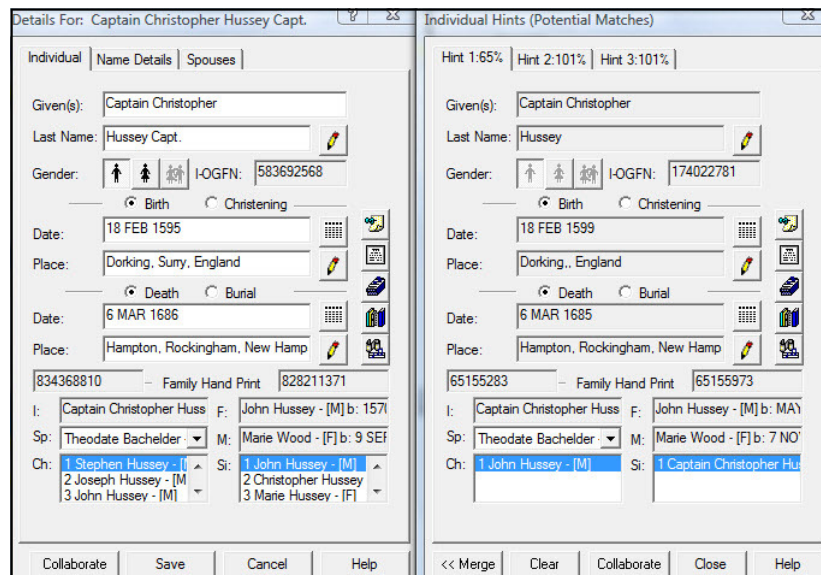
Here is a Hint about a possible match; you'll need to double-check the details before merging.



Click once on the box of an individual with the **Hints** icon in your **Starfield** to load their information. Next, click the **Hints** (lightbulb) button on the right hand side of the box to view the possible match.

You are presented with another window showing the data from the possible match. You may compare the information and recognize that the two are indeed the same person; just click **<<Merge**. You may decide to stick with your information and not merge the two; click **Clear**.

If you'd like to contact the person who contributed the other tree, click **Collaborate** (you'll get a chance to meet a distant relative!). Click **Close** if you don't want to Merge or Clear information yet; for example, you may want to note the new information and do a little more sleuthing to verify a specific fact or date before merging.



A similar set of dialogs is offered for resolving **Conflicts**. You can always **Collaborate** with another contributor. You can also either **Accept** their version of the facts (and delete yours), **Ignore All** their information and continue to see your own, or **Close** the dialog to pursue further research before deciding which data to use. (Because we preserve unique views of data, the new merged tree may be published but with each contributor able to see the resulting merged tree but separately maintain their own version of the conflicting facts.)

**After comparing more than 18.8 trillion sets of data,
we automatically merge the obvious matches.
When there are discrepancies in data,
you can choose which information to use.**



If you haven't found a match yet, just be patient...

Thousands of names are added and new connections are made within OneGreatFamily every day.

Keep adding any additional details you may find about your family, and keep checking for new links; soon someone will contribute information about a shared family line!

Each week, we send an email update to our customers with new matches for their own family tree as well as stats on the overall tree. As the OneGreatFamily tree grows, your odds of finding a match to extend your own tree improve.

Last Week At OneGreatFamily

461,650 people were added into the OneGreatFamily tree.

175,364 new connections between family trees were found by our automated search system.

You can also use our site to look for information from other useful web sites.



Click on a person in your **Starfield** to show their name as the desired *Selected Individual* in the top left corner of the **Handprint**. Click on their box once to bring up their **Details** screen. Then click the "binocular" button to initiate the search.

This search feature works like all other genealogy web sites, searching for information on one person at a time, yielding information which you will add to your tree yourself. You will find this to be a helpful additional research tool.

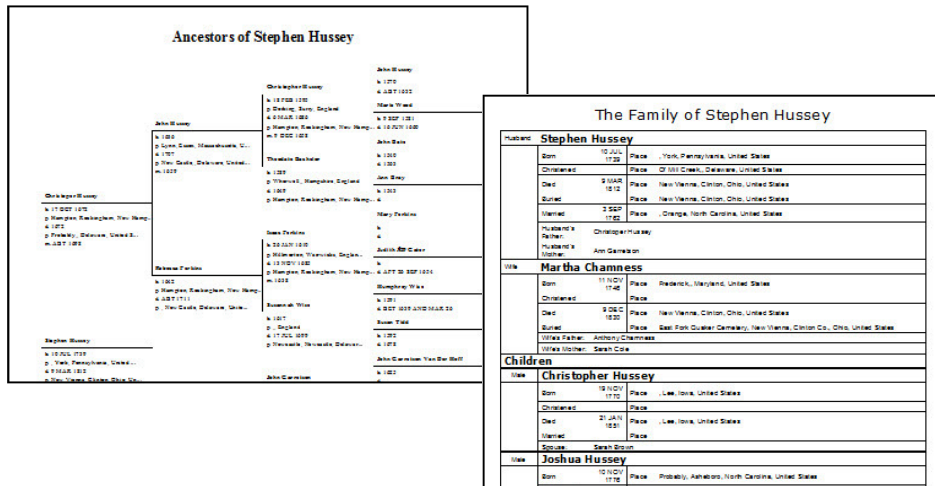


Step Four:
Create a printed family tree or family group sheet.

If you'd like to print your family tree, go to **GenealogyBrowser** (with the Handprint and Starfield views).

Select **File, Print**, and then choose your printing option: a Pedigree 5 Generation Chart, a Family Record Form, or a Pedigree Wall Chart that includes your entire Starfield as seen on-screen.

You can also export your family tree to GEDCOM if you'd like to put your information into a genealogy software program, perhaps to create a family book or other memento.

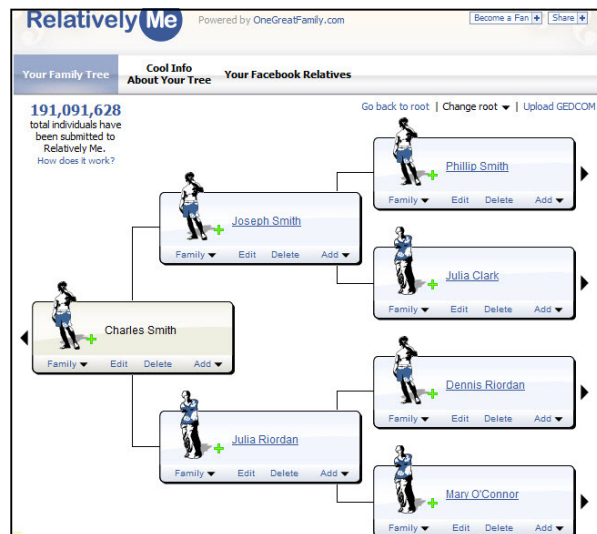


Another choice:
Use Relatively Me, our free Facebook application, for fun additional capabilities.

We also publish Relatively Me, a *free* family tree application exclusively available at Facebook.com.

To combine the fun and engaging elements of Facebook like news feeds, friends, and photos with the power of OneGreatFamily.com, simply log into your Facebook account, search for Relatively Me among the programs available, and add it to your page.

Now, you can combine the stories of your daily life with the rich history of your family's past.



Step Five:

Delve into the facts about your family history using the Family Dashboard.

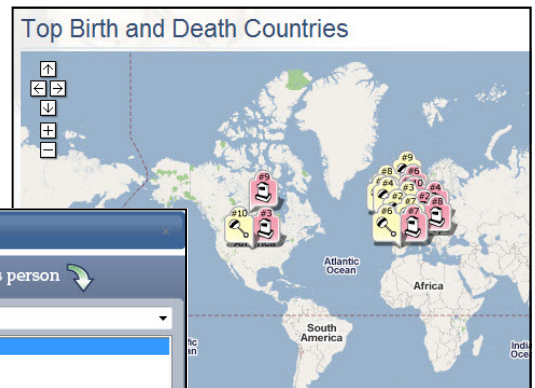
From the home page, just select the **Family Dashboard** tab.

Near the top of the **Family Dashboard** screen, click the **Get More Information** link to change which widgets are used. Change to a different “anchor,” or key person in your tree, by clicking **Change who this information is about**. Drag and drop the widgets to move them around into your desired display.

Among the widgets available:

- General Statistics about Your Family Tree
 - ◊ Total individuals in your family tree
 - ◊ Ancestors OneGreatFamily has found and added to your family tree
 - ◊ Individuals with no names
 - ◊ Merges performed this week
 - ◊ Hints found this week
- Relationship Calculator for relatives and “famous people”
- First and Last Name Popularity in the U.S.
- Important Events for Today — shows three family events that occurred on today’s date in history
- End of Lines in Your Family Tree — excellent choices for focusing further research
- Top Birth and Death Countries in Your Family Tree
- Time Capsule lists various interesting facts from a date in history
- Migration Calculator
- Average Lifespans in Your Family Tree
- Missing Data in Your Family Tree
- Share Your Family Tree via email or an HTML link from your own webpage

You can just type in a family name to search our database, but the most effective way to search is to enter your family tree and let our powerful searching tools compare your information to the millions of trees already published here.



Relationship Calculator

How is this person

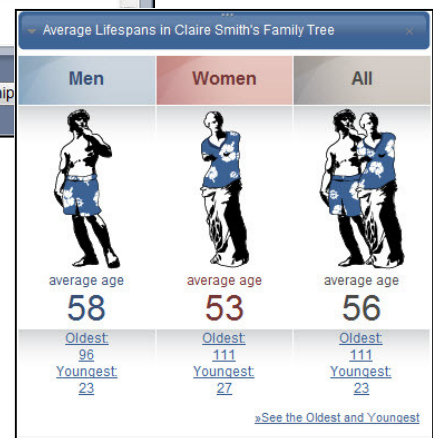
Claire Smith

Related to this person?

Famous People

- Louisa May Alcott
- Lucille Ball
- Lucius Cornelius Sulla
- Lynn Nolan Ryan

Show Relationship





Genealogy on the Internet – Competitive Information

There are hundreds of genealogy web sites. Many offer a “family tree building” feature. Many allow you to search your information for matches to the historical documents that they sell. Many offer a community element.

Only OneGreatFamily.com constantly searches the information published at our site, tediously compares it to trillions of other data sets, eliminates millions of “close” matches, and automatically merges actual matches to connect your tree to others.

	OneGreatFamily.com	Ancestry.com	FamilySearch.org	Footnote.com
Family Tree Building Feature ◇ View your entire tree at once	✓ ✓ (Up to 196 generations)	✓	✓	
Creates Customizable User Home Page ◇ Relationship and Migration Calculator	✓ ✓	✓		
Automatically and Continuously Compares Your Family Tree Against Other Data Published at the Site	✓ Compares 18.8 trillion sets of individuals, including names, dates, and relationships. Automatically merges matches, plus Hints allow manual merges of likely matches.	✓ Hints allow manual viewing of documents or trees, which can later be added to your tree.	(Manually search for documents and links.)	(Manually search for documents and links.)
Automatically Merges Definite Matches into your Tree	✓ Connects many family lines by “piggybacking” several trees together with merges. Maintains unique views of the common tree for each user.			
Allows You to Search Your Information for Matches to Historical Documents (often sold for an additional fee)	✓ In addition to automated searching and merging, you can manually search entered names for matches to other genealogy sites and download data.	✓	✓	✓
Community Features	✓ Use Relatively Me, an integrated application for Facebook, a leading social networking site. Add features like friends, newsfeeds, photos to your historical information.	✓ Create family pages, join message boards.		✓ Create Footnote pages with annotated photos of documents and family members.
Pricing	7-day free trial. Memberships: Annual \$79.95, Quarterly \$29.95, or Monthly \$14.95	World Deluxe with all records: Annual \$299.90, Quarterly \$83.85, or Monthly \$29.95	Online records are free.	Annual \$69.95, or Monthly \$11.95

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[Success with OneGreatFamily.com](#)

A Family Reunited

"I would like to take a second to thank all the people who made a **family reunited after 33 years** of questions and curiosity. From the Jerry Jerde family thank you for joining 2 sons and 4 grandkids together. We couldn't have done it without you."

—Brian R. Jerde & family

Cousins Found!

"OneGreatFamily.com has been a tremendous help to me in my family research...I have discovered several dates that had eluded me, as well as finding some unknown ancestors that I didn't know existed. I also **found second and third cousins that I never knew** prior to my experience with OneGreatFamily."

—Gwen Reid Adams

We went from a few hundred people...to over 10,000

"We have had fabulous experiences with OneGreatFamily.com. We went from a few hundred people in our PAF program to **over 10,000 each in OneGreatFamily.com.**"

—Mark & Betty Stilwell

Your wonderful service...solved all my problems

"...No longer will families remain separated in many error ridden genealogy files that are kept by one family member (like me) on their computer and unavailable from family members. I believe that it is better to give and share with others. Until now I have not had a way to do this...**One person can't possibly do all of the work alone; they need help to speed up the work**...The only way to do this is with your wonderful service which I believe will in the near future solve all of my problems."

—Jeff Bagley

...found hundreds of relatives...otherwise not been able to find.

"I have **found hundreds of relatives** that I would have otherwise not been able to find. In some instances, I was given a hint of where else to look for the information. ...I have been able to eliminate a lot of wrong information. I love the merging technique that this website offers! It **eliminates having to type in new information and it verifies information** that I am unsure of. The ancestry 'tree' or handprint is awesome. It makes keeping my files in order so much easier. The way that the site is arranged is also helpful ...I like this site very much and I find it to be the best I have come across."

—Mary Beth Davidson

Note to media: please contact us for additional stories and customer information.



Collaboration by All Types of Family Historians Enabled by OneGreatFamily.com

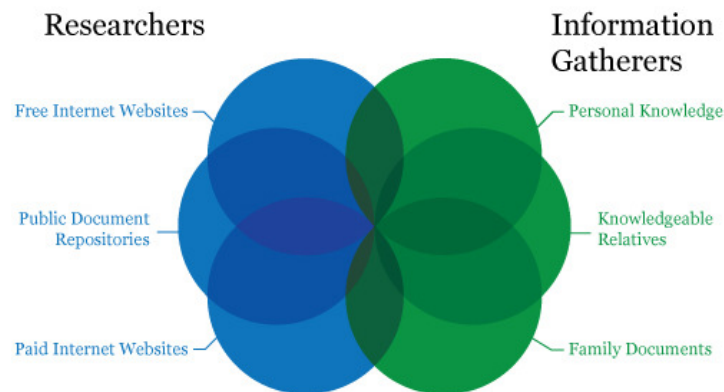
Millions of people are interested in learning more about their family history and preserving family information and memories for generations to come. Two different types of people are puzzling through their family history, and OneGreatFamily.com provides a way for them to complement each other's work.

Information Gatherers like interacting with family members, recalling old family stories, discovering more about their families, and preserving this information for future generations. They enjoy finding out more about their family trees, but they just aren't interested in searching through microfilm or thousands of computer-generated leads to find the information.

Researchers love the thrill of the hunt. They relish searching for a piece of information about an ancestor, crafting searches and sifting through results to track down a lead no one else has been able to find.

The **Genealogy Community** consists of millions of people in both groups, and OneGreatFamily.com is a great tool for all. Information Gatherers record and preserve valuable information often unavailable elsewhere and make it available to Researchers. Researchers document facts not seen by Information Gatherers to augment their knowledge. Everyone benefits from OneGreatFamily because everyone shares information as they work on the same interconnected family tree. Important facts can be documented and shared online, whether they're uncovered during a phone call to a great-uncle or on a microfilm copy of a birth certificate unearthed after hours of research in a Family History Library.

Collaboration by All Types of Family Historians Enabled by OneGreatFamily.com



Information Gatherers Preserve Facts From:

Personal Knowledge: People often remember stories told by parents or grandparents about their parents, brothers, sisters, and other relatives. Or someone may have a clear memory of the family members that attended a family function - a wedding, a confirmation, or a bar mitzvah. All these memories help people start recording the family tree.

Knowledgeable Relatives: Every family seems to have one relative that knows just about everything about the family. Talking with that person will reveal important family stories and details about the family members who were participants.

Family Documents: People are often surprised to realize how much information they have around their homes. Books of remembrance, memory boxes, and old trunks are often full of certificates, licenses, newspaper articles, and even simple birthday cards that can shed light on your family tree.

The information gathered in these first three steps is critical for anyone who wants to preserve their family history. OneGreatFamily.com enables genealogy enthusiasts around the world to combine their knowledge and data in one huge, shared database, extending information about shared family lines. For researchers who look forward to heavy-duty research, perusing through data collections and then sifting through results, there are even more resources available.

Researchers Pursue In-depth Studies to Document Genealogy Facts:

Free Internet Websites: The Internet is full of sites offering free genealogy information. Often, this information is made available online by State or local governments, local genealogical or historical societies, or genealogy enthusiasts. Available information ranges from tombstone transcriptions to indices of marriage records to war casualty lists.

Paid Internet Websites: Like free Internet websites, these usually offer indices or transcribed records, sometimes even displaying an image of the original record. These are usually run by for-profit organizations that have paid to have records transcribed. Often, you can search a collection for free, but accessing the actual data will require payment.

Public Document Repositories: This circle encompasses everything from Courthouses to Libraries to Archives (National and State). A few of these organizations have put some of their material online, but the vast majority of their records are available on either microfilm or paper format. Examples include County Courthouses, the Social Security Administration, and the National Archives.

By working together and using a variety of resources, family historians in both groups benefit.