

MyFamily.Com Selects Offermatica for Targeted Content Delivery

SAN FRANCISCO, CA – November 28, 2006 – Offermatica™, the leading subscription testing and optimization platform, today announced the addition of MyFamily.com, Inc. the leading online network for connecting families past and present, to the company's client roster. MyFamily.com has commissioned Offermatica to maximize the efficiency of its online marketing efforts through site testing, optimization and targeted content delivery. MyFamily.com represents the latest addition to an impressive list of long-term Offermatica customers that includes Monster.com, eHarmony, Select Comfort and Siemens.

“We’re excited to be working with Offermatica as our site-side optimization engine,” said Drew Izzo, Senior Director of Marketing, MyFamily.com, Inc. “Offermatica’s technology will enable us to go to market faster with less dependence on our development resources. In addition, the technology will also allow us to easily increase the relevance of the website content to our users’ interests. Different segments or traffic sources respond differently to alternative content. Offermatica will enable our team to more easily deliver a unique message to each segment at significant cost savings.”

MyFamily.com is utilizing Offermatica’s capabilities to define the logic that dictates user access privileges to their monetized content. Offermatica then interprets this logic and serves the permissible content on a per user basis.

“MyFamily.com is clearly a forward-thinking organization that takes its online channel very seriously,” said Matthew Roche, CEO and founder of Offermatica. “They understand that the only way to increase conversion over time is to combine onsite testing with targeted content delivery. We are always excited to align ourselves with sophisticated marketers, like the team at MyFamily.com, who can take advantage of Offermatica’s unique capabilities.”

About MyFamily.com,Inc

MyFamily.com, Inc. is the leading online network connecting families, present and past. MyFamily’s tools, content and community empower individuals to find people most important to them -- and discover and share their unique family stories. The MyFamily network includes MyFamily.com, Ancestry.com, Genealogy.com, RootsWeb.com, Ancestry.co.uk, Ancestry.com.au, Ancestry.ca and Ancestry.de. MyFamily also publishes Family Tree Maker(R), the No. 1 selling family tree software, Ancestry Magazine and over 50 book titles and numerous databases on CD-ROM. For more information on MyFamily.com, Inc. visit <http://www.myfamilyinc.com>

About Offermatica

Offermatica is the leading subscription testing and optimization platform. We enable marketers to quickly test online content to increase sales and leads, reduce customer acquisition costs and improve customer interactions.

Companies like Timberland, CNET and VeriSign have dramatically increased the ROI from their websites, online ads, email campaigns, and search listings with Offermatica’s on-demand testing and optimization services. The company is privately held with funding from Accel Partners, Baker Capital, and Meritech Capital Partners. For more information, visit www.offermatica.com.

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