

# Press Release

*Date: for immediate release*  
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## **MyBlood Beta 2 well received in Ancestors Magazine review** Highly esteemed Genealogy Magazine names MyBlood a runner up for well established vendors

*Antwerp, 31st of August 2009.* Belgium based software company Vertical Horizon today announced that the Beta 2 version of its MyBlood genealogy application was well received in a review of the highly respected Ancestors Magazine.

In a two page review, editor James Taylor gives his comments and opinion on the Beta 2 release of the MyBlood application. He concludes: "MyBlood looks as if it's shaping up to be an all-round user-friendly rival to the established mainstream competition (...) as it joins the mainstream and begins the gradual convergence that overtakes them all".

Geert Jadoul Head of Product Management & Development is very happy with the review and reacts: "This is of course very good for MyBlood. I consider this a recognition for the whole Vertical Horizon Team and all the hard work that has gone into the MyBlood development. As the review states, we are not there yet, but more than ever I'm strengthened in my believe that we are on the right track with MyBlood."

Early August Vertical Horizon announced the availability of the Beta 3 version of the MyBlood application. It is available for download at [www.myblood-line.com](http://www.myblood-line.com). Like the MyBlood Beta 2 release, Beta 3 is a commercial release. This means it is available at 50% discount of the price of the full release. Beta customers will be granted an upgrade to the final 1.x production releases at no cost.



## About MyBlood

MyBlood is a genealogy application that targets every level of genealogists. It delivers simple views but deep insights on complex genealogy data, by combining relational database technology under the hood with superior visualization on the outside.

MyBlood supports multiple languages and comes with a separate program to easily add your own translations and languages if required. MyBlood runs in the exact same way on the PC (XP or Vista) as it does on a Mac (OSX). With full support for the international GEDCOM format, it produces highly portable data sets avoiding any vendor lock in. With out of the box integration with Google Maps for 'places' and 'locations' it allows to visualize moves, travels, emigrations or any other kind of movements in your family history in an unprecedented way.

MyBlood will also bring a more natural way of working with any kind of media files like tagging people on pictures like many social network sites tend to do nowadays.

## About Vertical Horizon

Vertical Horizon is an independent, Belgium based, start up company that brings together the power of personal computing with in depth knowledge of genealogy. This resulted in the development of MyBlood, a state of the art genealogy application.

Vertical Horizon was started by seasoned and experienced IT professionals with a passion for genealogy. The Antwerp based company is owned and financed by its management team.