

Ancestry.com and NBC Team Up for a Second Season of "Who Do You Think You Are?"

World's Largest Family History Web Site Continues Sponsorship of Critically Acclaimed TV Series That Takes a Personal Look at Celebrity Family Histories

PROVO, Utah, August 25, 2010 – Ancestry.com is pleased to announce it has extended its relationship with NBC for the second season of the “Who Do You Think You Are?” television series.

Ancestry.com worked with NBC on the first season of “Who Do You Think You Are?” that debuted in March 2010. The company provided important family history research for the show, including tracing the roots of the seven celebrities featured, and collaborated with NBC to promote the series. Each episode took one celebrity on an emotional, and often times soul-searching journey to discover the lives of family members who came before them.

“It is remarkable to work on this series with the leader in the online family history category, Ancestry.com,” said Paul Telegdy, Executive Vice President of Alternative Programming & Production at NBC Universal. “A show of this caliber takes a lot of research and ground work to make the celebrities stories come to life. With the valued collaboration of Ancestry.com, we’ve been able to tell seven amazing stories in the first season, and look forward to even greater family history discoveries to be uncovered in season two.”

“We are excited to continue working with NBC on this series,” said Josh Hanna, Executive Vice President and Head of Global Marketing for Ancestry.com. “The first season of the show has truly elevated awareness around the family history category and we couldn’t be more pleased to be an integral part of a television series that brings excitement to the discoveries people can make when researching their ancestral roots.”

“Who Do You Think You Are?” is produced by Wall to Wall Entertainment in collaboration with Lisa Kudrow and Dan Bucatinsky for their production company, Is or Isn’t Entertainment. NBC has announced the show will air in the 2010-11 season.

About Ancestry.com

Ancestry.com Inc. (Nasdaq: ACOM) is the world's largest online family history resource, with more than one million paying subscribers. More than 5 billion records have been added to the site in the past 13 years. Ancestry users have created more than 18 million family trees containing over 1.8 billion profiles. Ancestry.com has local Web sites directed at nine countries, including its flagship Web site at www.ancestry.com.