

FOR IMMEDIATE RELEASE

ANCESTRY.COM LLC ADDS NEW OPERATING COMMITTEE MEMBERS

(PROVO, Utah) – August 6, 2013 - Ancestry.com LLC, the world's largest online family history resource, announced the appointment of Janice Chaffin and Brad Garlinghouse to the Company's Operating Committee, increasing the Committee's size to seven members. The Company has already reported these appointments in its Registration Statement on Form S-4 as filed with the Securities and Exchange Commission.

"We are pleased to welcome Janice and Brad to our Operating Committee," said Tim Sullivan, Chief Executive Officer of Ancestry.com. "Together, their deep experience spans leadership of top consumer-facing software and Internet service businesses, providing a strong complement to our focus on providing individuals innovative ways to discover, preserve and share their family history online."

"Janice and Brad's extensive industry and board expertise will provide valuable contributions to our Operating Committee and help offer insightful guidance as Ancestry.com continues to build its business for the long term," said Bruce Chizen, Chairman of the Operating Committee of Ancestry.com. "They have a clear understanding of our industry and we expect their well-rounded perspective to strengthen our already valued Committee."

From May 2004 until her retirement in March 2013, Ms. Chaffin held various senior roles while at Symantec Corporation, one of the world's largest software companies. She most recently served as the Group President of the Consumer Business Unit. Prior to Symantec, Ms. Chaffin spent 21 years at Hewlett-Packard Company, where she most recently served in several senior marketing and business management positions, including Vice President of Enterprise Marketing and Solutions. Ms. Chaffin is a member of the board of directors of International Game Technology (NYSE:IGT) and also serves as a member of the advisory council of Illuminate Ventures. Ms. Chaffin also serves on the board of visitors at the UCLA Anderson School of Management and the board of trustees of the Montalvo Arts Center. Previously, she served on the board of directors of Informatica Corporation, the duration of which she served on either the audit or compensation committees. Ms. Chaffin graduated summa cum laude from the University of California, San Diego with a bachelor's degree and earned a master's degree in business administration from the University of California, Los Angeles, where she was a Henry Ford Scholar.

Brad Garlinghouse has served as the Chief Executive Officer of Hightail, formerly Yousendit, Inc., a file collaboration service for both consumers and enterprise, since May 2012. Prior to joining Hightail, he was President of Consumer Applications at AOL and has held various senior roles at Yahoo!. Mr. Garlinghouse has also been CEO of Dialpad Communications, held management positions at SBC Communications and @Home Network and was an advisor to Silverlake Partners. He also serves on the board of directors of Animoto and MC Industries. Mr. Garlinghouse holds a bachelor's degree in economics from the University of Kansas and a master's degree in business administration from Harvard Business School.

Ms. Chaffin was appointed to the operating committee effective in June 2013 and Mr. Garlinghouse effective in July 2013, both of which have been previously disclosed in the Company's Registration Statement on Form S-4.

About Ancestry.com

Ancestry.com is the world's largest online family history resource with approximately 2.7 million paying subscribers across all its websites. More than 11 billion records have been added to the Ancestry.com sites and users have created more than 50 million family trees containing more

than 5 billion profiles. In addition to its flagship site www.ancestry.com, the company operates several Ancestry international websites along with a suite of online family history brands including Archives.com, Fold3.com and Newspapers.com, all designed to empower people to discover, preserve and share their family history.

Forward-Looking Statements

This press release contains forward-looking statements. These statements relate to future events or to future financial performance and involve known and unknown risks, uncertainties, and other factors that may cause the Company's actual results, levels of activity, performance, or achievements to be materially different from those anticipated in these forward-looking statements. Forward-looking statements involve a number of risks and uncertainties that could cause actual results to differ materially from those anticipated by these forward-looking statements. Such risks and uncertainties include a variety of factors, some of which are beyond the Company's control. In particular, such risks and uncertainties include ability to acquire subscribers; difficulties encountered in integrating acquired businesses and retaining customers; failure of our products or technologies to continue to meet customer demand; the adverse impact of competitive product announcements; changes in overall economic conditions; the loss or inability to attract key employees; competitors' actions; pricing and gross margin pressures; and the inability to control costs and expenses. Information concerning additional factors that could cause events or results to differ materially from those projected in the forward-looking statements is contained under the caption "Risk Factors" in our Registration Statement on Form S-4 and in discussions in other of our Securities and Exchange Commission filings.

These forward-looking statements should not be relied upon as representing our views as of any subsequent date and we assume no obligation to publicly update or revise these forward-looking statements for any reason, whether as a result of new information, future events, or otherwise.

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