

## Tracesmart Add 2006 GRO Birth Index

*Leading people tracing website, Tracesmart, adds over 1.1million birth records to their dataset portfolio.*

June 6, 2008 (FPRC) -- Having previously provided access to birth records from 1984-2005, Tracesmart - the internet based people search engine that helps to reunite friends and family, has today announced that it has added 2006 birth records to its dataset portfolio. Acquired from the General Register Office for England & Wales, these records will enhance the system's trace capabilities.

According to Paul Weathersby, Technical Director at Tracesmart, "The addition of the birth records from 2006 represents an extra 1.1m records for people to search when using our birth search . It is also a further example of our commitment to continually expand our datasets through acquisition and regular updates." The 1.1m records contained in the 2006 birth indexes takes the total number of birth records that Tracesmart hold to 22m. Michael Trezise, Managing Director of Tracesmart, explains why the company continuously sources new data, "The 2006 birth data represents but a small part of our company's larger commitment to the development of our people search database - we continually expand our consumer universe which contains datasets such as the Electoral Roll and Land Registry records. This commitment is good news for our customers as it will inevitably make it easier for them to find people, and in this instance it will allow for more productive birth searches."

As well as providing access to a wealth of data, Tracesmart's sophisticated Birth Search offers enhanced functionality which greatly aids tracing endeavours. In order to find relatives or friends users can conduct a search with full name or just surname and further refine results by adding the mother's maiden name and/or year of birth. The system then outputs the person's full name, mother's maiden name, month and year of birth registration and the registration district. Weathersby explained how this information can be applied in a tracing scenario;

"Birth index information can prove an invaluable resource when trying to trace an individual, for example: A customer may be trying to trace an old friend that had a baby in 2006 called Rhys and was last known to be living in Cornwall. Using the birth search and the scant last known information it would be possible to identify the exact registration district for the child's birth and then conduct a people search or address search in the relevant area to trace the old friend's exact whereabouts."

Notes To Editors:

[www.tracesmart.co.uk](http://www.tracesmart.co.uk) is one of the UK's leading online people tracing systems and helps brings thousands of friends and relatives back together again.

Michael Trezise is the founder and Managing Director of Tracesmart. With over 25 years of tracing experience his unrivalled knowledge provides the company with a distinct competitive advantage.

Paul Weathersby is an industry leading IT specialist, who, along with his team, develops and maintains the cutting edge technologies which drive [www.tracesmart.co.uk](http://www.tracesmart.co.uk).

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