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SPOKEO AND MIXED ROOTS FOUNDATION ANNOUNCE NEW PARTNERSHIP TO HONOR SEARCH ANGELS

PASADENA, CA and SAN FRANCISCO, CA (October 26, 2012) – The leading people search engine, www.spokeo.com, and strategic partner Mixed Roots Foundation, have announced a new partnership to launch the Spokeo Search Angel Awards initiative, which will honor volunteer searchers that help reunite adult adoptees with their birth families. The awards will recognize the top search angels in the United States and provide much-needed support in order to help them continue to make more family connections.

"This is an extremely deserving group of individuals and we are committed to developing a program that honors the search angels who help bring people together and recognizes the great work they do," said Spokeo's chief strategy officer, Emanuel Pleitez. "Spokeo is one of the best online tools for finding and reconnecting with lost friends and family members and search angels often use our site to assist with their searches. Following a successful awards program, we plan to develop additional initiatives that will support more search angels and help them reunite even more families across the country."

"Search angels play an integral role in helping adult adoptees find their birth families. They provide guidance, emotional support, and the much needed time and effort necessary in tracking down family members," said Holly Choon Hyang Bachman, adoptee, founder and president of the Mixed Roots Foundation. "As Mixed Roots continues to grow, we are honored to have the opportunity to partner with Spokeo to further develop programs that will assist adoptees, including establishing a Search Angel Fund that will not only provide a cash award to the search angels that are being recognized, but also provide ongoing grants to help offset the costs that search angels incur while conducting their searches. We are excited about this new partnership and look forward to meeting all of the awardees."

Search Angels are volunteers who donate their time and resources to help individuals touched by adoption, foster care and other family separation, search for their family members while providing guidance and emotional support. These searches often take countless hours and require various resources to find a family match. Spokeo and Mixed Roots will be working with an advisory committee of distinguished leaders in the adoption and foster care communities to help identify and award the top search angels in the nation.

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Spokeo and Mixed Roots will announce a call for nominations in the next few weeks. Search angels themselves as well as friends and family members will be encouraged to nominate deserving volunteers for these awards. Finalists will be contacted for more information and the winners will be announced shortly thereafter.

About Spokeo
Spokeo is a search engine with a mission to organize the world's public information around people. Our technology aggregates and organizes people-related information from phone and address directories, social networks, celebrity photo libraries and other public sources, allowing users to search for friends, family, celebrities, public figures, and business contacts. We are committed to helping people find and connect with others more easily than ever. For more information about Spokeo, visit www.spokeo.com.

About Mixed Roots Foundation
Mixed Roots Foundation is the first and only national /global multicultural adoptee led foundation for adoptees and their families that cross sect the international, domestic, and foster care adoption experience. Mixed Roots aims to streamline funding and more post adoption resources for adoptees and their families through collaboration with likeminded individuals, businesses, and other organizations in the greater community. For more information about Mixed Roots, visit www.mixedrootsfoundation.org.

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