



London, Wednesday 6th January 2010

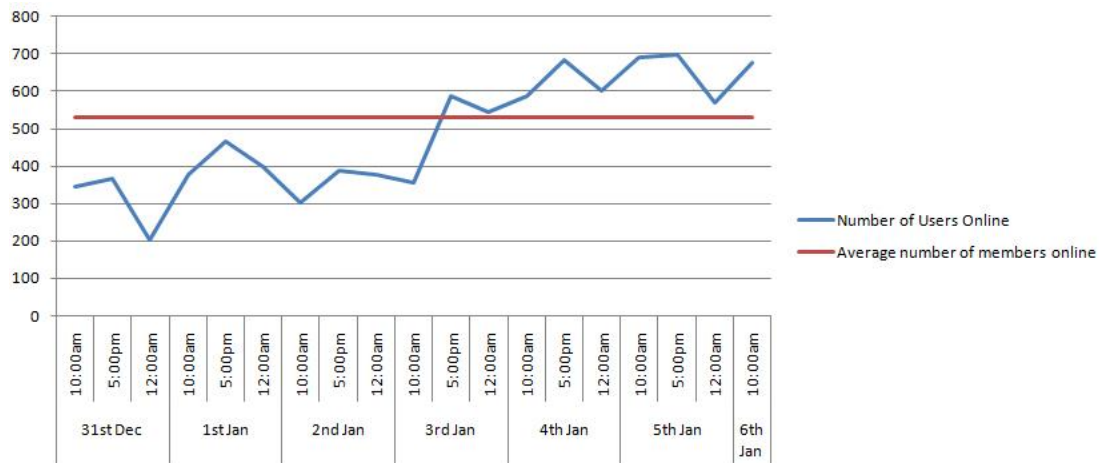
FOR IMMEDIATE RELEASE

Snowed-In Spouses Flock to Affairs Site

A UK-based extra-marital dating site has received a huge surge in traffic today, presumed to be caused by the number of men and woman forced to work from home during the bad weather.

IllicitEncounters.com, which provides a platform for married people to conduct affairs, has seen an unexpected increase in visitors over the last 24 hours, and has received a record number of new profiles this morning. The site reports that the majority of new members are registering from areas worst hit by this week's extreme weather, including Hampshire, Berkshire, and the West Country, and has taken on several temporary staff members to cope with the rush.

The graph below charts the rise of online activity over the last week. The average number of users online is shown in red.



Spokesperson for the site Sara Hartley comments, "In light of these figures, I'd be interested to see how much work those "working from home" have actually done!"

"The adverse weather has obviously influenced many sign-ups." continues Sara. "Usually, the West Country is a relatively quiet area for IE - but over the last 3 days we have received over 900 new members from Cornwall, Devon and Dorset. Perhaps these wives and husbands have just been waiting for a time when they could join, away from the eyes of their work colleagues and, most importantly, their partners..".

In the last 6 days, IllicitEncounters.com has gained 2,567 new members, suggesting that January 2010 will be the site's busiest month ever.