



IllicitEncounters.co.uk

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FOR IMMEDIATE RELEASE

New Year, New You? : Thousands of Women Turning to Adultery for Self-Improvement

For thousands of women, the New Year marks a time for change; a time for self-renovation. But in 2010, a more unusual resolution has been cropping up on lists all over the UK - the resolution to have an affair.

Research from extra-marital dating site IllicitEncounters.com shows that more and more women are seeking affairs online as a means for self-improvement. Since the beginning of January, the site has gained nearly 2,500 female members; a record in the site's 7 year history.

But it is not just the numbers that indicate a shift - new profiles are full of positive affirmations and language indicating a new individualism amongst female members. Women are looking for short, passionate love affairs, which they hope will restore their self-worth and put their marriage or long-term relationship into perspective.

Spokesperson for IllicitEncounters.com Sara Hartley comments, "There has been a clear change in attitudes toward adultery in the last few years, but 2010 indicates something much bigger."

"Women are coming to us with more awareness about their needs than ever before. From the profiles, you can see that our new ladies are looking for something more than just a quick fumble - they expect fulfilment, they expect something life-altering."

Sara also commented that the recent actions of celebrities like Hannah Waterman, whose alleged affair with actor Simon Bowman, following her decision to lose 3st in preparation for her body baring role in the stage version of Calendar Girls, has helped solidify the idea of the affair as just another step on the self-improvement ladder.

Mary*, 36, from West Yorkshire, has been a member of the site for just over a week, "My decision to join was made out of frustration. Over Christmas, I spent over 3 weeks confined with my husband, who, after 12 years of marriage, only pays attention to me if I block his view of the television. I want to feel young and sexy again, I want to feel like a better woman. As my partner has made it clear he is incapable of helping me out, I have employed a more drastic measure."

IllicitEncounters.com have taken on extra staff to deal with the record number of new sign-ups received in the last month, and now have over 410,000 members across the UK.