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FOR IMMEDIATE RELEASE

Tips for Philanderers Found Out on Facebook

New research by a UK-based extra-marital dating site has reinforced claims that Facebook is fast becoming the quickest way to catch cheating spouses.

IllicitEncounters.com, the UK's largest extra-marital dating agency, surveyed 800 of its members as to whether they had ever been "caught out". 41% of those who had been stated that a dalliance on the social networking site played an important role in their downfall. Despite this, the number one mistake made by spouses is still mobile-related; over 61% of those surveyed said a text message had, at some point, either incriminated them totally or aroused suspicion about their affair.

The research comes after US divorce site Divorce-Online found that 20% of divorce petitions submitted to its database contained the word "Facebook".

In response to the statistics, IllicitEncounters.com has created a Top Five of tips for would-be adulterers on how to keep their activities untracked whilst on Facebook. The list was released to site members on Monday.

1. **Keep an eye on your "Wall"** - All your activities on Facebook are tracked, including the friends you acquire and your actions on other people's pages. Most are documented automatically, but if there's something you really want to keep secret, you can manually delete it from your wall by visiting your profile.
2. **Choose the right browser** - Pick a browser that enables private browsing, like Safari. This means you can have a session where no cookies or history are stored once you've closed the browser.
3. **Check your Facebook settings** - In 'Settings', click 'Privacy', and make sure that you are only publishing information about yourself to 'Friends'. This means that spouses who have created fake accounts won't be able to see what you're doing unless you add them.
4. **Create a fake account** - If you feel like you're being watched, create a new account with a different name, and only add those people you want to add. Make sure you sign up with a neutral, untrackable email address, as Facebook friends may find you by email.
5. **Don't tick 'Remember Me' or 'Keep me logged in'** - Always log out, otherwise your partner could use the internet after you and get straight into your account.

Spokesperson for IllicitEncounters.com, Sara Hartley, comments, "Text messages may more often incriminate cheaters, but it is on Facebook where many of these seeds are sewn. Spouses find themselves in regular contact with past girlfriends and school friends. They become 'retrosexual', trying to relight old flames. Unfortunately, any suspicious activity will leave a virtual trail of evidence."

"This is why sites like ours really are the only option for men and women who don't want to get caught. We create a non-judgemental platform for people to conduct discreet affairs; the partners they meet on Illicit Encounters are likely to also be married, and they will be removed from their usual personal, professional and online circles. Most importantly, there is no "Wall" on IE to document their activities."

IllicitEncounters.com has been running since 2003, and now has in excess of 410,000 members.