

## Married But Dating - MarriedSecrets.Com Fits The Bill

For Immediate Release

LOS ANGELES/EWORLDWIRE/May 24, 2004 --- With the popularity of Internet dating soaring, a new dating site stands out from the rest. MarriedSecrets.com touts itself as the only dating website specifically designed for married people.

Due to the anonymity of online dating, it has never before been easier for people to find each other both anonymously and with little effort. MarriedSecrets.com makes it especially easy for individuals who are looking for some relationship outside of marriage to find other likeminded people. The site is meant to serve those people who want to stay married, yet meet some quality people for discreet hook-ups for whatever reason.

The company stems out of the realization that there was a niche market for married people looking for dates. Upwards of 30 percent of the users of traditional matchmaker sites are married; MarriedSecrets.com was designed to tap into that market and serve those people specifically.

The site's founders felt that if they made a web site that was designed for married people, and if married people could feel comfortable about putting up an anonymous profile on the site, and hook up with likeminded people, then they would be successful.

Although the jury is still out, a quick perusal of the site shows that there are thousands of profiles from married people who want to meet other married people for dating. Apparently the founders have struck a chord with some web surfers. The company reports being in a healthy growth phase at present. Many people are meeting one another by using the site, judging by the response and testimonials that the website receives.

The company seems to have succeeded in creating a site that people like. The site's users appear to be comfortable interacting with one another as members of a high-quality group, which is reflected in the site's motto, "All The Good Ones are Taken."

Although they did admit to getting their share of "flame" emails from some incredulous web surfers, the founders of MarriedSecrets.com remain unphased. The site's founders stress that they do not condone cheating; they only wanted to build a site that others would find useful. And apparently, thousands do.

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