



INVESTOR & PARTNER UPDATE: 10/18/08

When the Today Show needs to talk to experts about infidelity, they turn to infidelity.com and its founder Tony DeLorenzo.



Millions of Americans tuning into NBC's Today Show on October 7th saw infidelity.com founder Tony DeLorenzo featured



in highly promoted segment dealing with infidelity. And when Tony's name appeared

on the screen, millions of viewers also saw infidelity.com prominently displayed. Almost instantly the number of visits to infidelity.com



began to rise, proving that the more that the public hears about infidelity.com the more

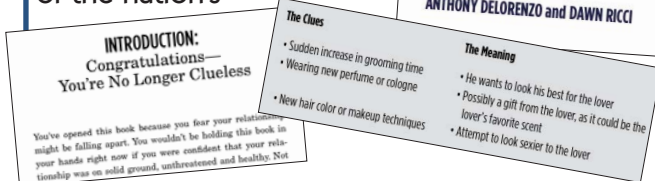
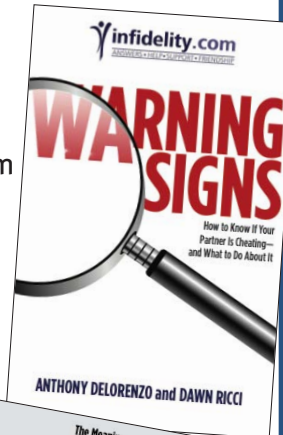
likely they are to come to us for the best help, advice and services. And they will be hearing a lot more about infidelity.com.



A major book will be released in January, and infidelity.com's name will be all over it.

Now in its final stages of print production, the book "Warning Signs" will be hitting bookstores in January, 2009, with the infidelity.com logo right on front.

Written by the founders of infidelity.com and published by the prestigious Globe Pequot Press, one of the nation's



largest paperback distributors, the book is sure to get broad coverage on major TV shows and the national press. It's another way infidelity.com strengthens its leadership position as the single best source of infidelity help and support.

More TV appearances scheduled for infidelity.com and Tony DeLorenzo.



In the coming weeks, millions of TV viewers will see even

more of infidelity.com and Tony DeLorenzo on "Better Homes & Gardens" Better TV channel in October and the popular Inside Edition this November. And with every show, infidelity.com sees more new visitors arriving.



A milestone to talk about: Our 20,000th Discussion Board Post! And over 1.1 million views!

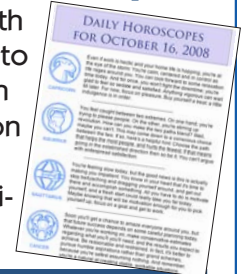
Board Statistics
Our members have made a total of 20,001 posts

On October 16th, our server logged in the 20,000th post on the infidelity.com Discussion Boards. This was an especially momentous achievement for us, as we've been upgrading our Discussion Boards to meet the requests of thousands of our visitors who use the Boards every month to read, share and receive advice from the infidelity.com community.

In fact, since April of last year, there have been over 1.1 million views logged onto our Discussion Boards alone, proving how important this most-appreciated service is.

In the stars: The premier of the infidelity.com Horoscope.

Last month, we teamed up with the founders of Astrology.com to provide our visitors with a high quality daily horoscope right on our site. And we will be introducing a number of other spirituality services very soon.



For more information or to request an infidelity.com Business Plan, please contact:

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