



Create Account | Forgot Password

USER: PASSWORD:

Get Smart

Get a Life

Get Out

Get Played

Get Together

Get Stuff

Search

News

Weather

Traffic

Time Wasters

Mount Prospect company will help you cheat

Jessica Young | Contributing Writer

Saturday, March 25, 2006

Entertaining the idea of meeting a lover for a tryst in Jamaica during a sordid affair but don't want to fret about those pesky credit card statements that leave a paper trail? Worry no more. Alibi Network has your back.

Now cheaters can spend more time between the sheets and less time concocting plausible stories to explain suspicious weekend getaways or late-night appointments to their significant others. The Mount Prospect company caters to all illicit needs by selling verifiable cover stories replete with confirmation letters for phony conferences and a 24-hour "hotel desk" number manned by actors who will take messages.



The Alibi Network says they can help those who want to cheat.

"There is a need for privacy when people are doing things that are nobody's business," co-founder Jeff Irwin said. "It's human nature to stray, and we help handle delicate situations in a discreet manner."

Alibi Network (<http://www.alibinetwork.com>), approaching its one-year anniversary in April, customizes excuses for clients on an individual basis. A two-timing doctor could receive a phone call about a medical emergency. Or an adulterous real estate agent may receive the itinerary to a real estate investment seminar entitled "Asset Preservation and 1031 Exchange."

But that's not where the ruse stops. The company creates elaborate scenarios and ups the legitimacy factor by following up in various ways to lend more credibility to the alibi for a \$35 annual fee plus individual service charges. The seminar package can include counterfeit airfare tickets, a mailed certificate of completion and falsified convention photographs sporting a client's face.

"It all appears entirely official," says Irwin, of Highland Park. "We even have Web sites constructed and a call center that might answer as the Florida Imperial Tower Hotel. A cue comes up on our computer system to tell the operator what that client's cover story is - whether they're supposed to be at a training service in Miami or job interview in Boston."



USER:

Post comment

USER COMMENTS

Additionally, Alibi Network offers fake receipts, mail forwarding and call routing to make a different area code appear on caller ID. The company also will book airfare, rent a car or make hotel reservations on clients' behalf.

"You'd have to be fairly uninventive to use this service," said William Hiebert, director of the Marriage and Family Counseling Service in Rock Island. "But the company is playing to a market. There's a market for everything, and they're only capitalizing on an opportunity for something that's already there."

Others have had a more negative reaction to the company. Peter LaBarbera, executive director of the Illinois Family Institute in Glen Ellyn, calls the Alibi Network a "pathetic and evil" business of professional lying consultants.

"I'm holding the big 'L' on my forehead for loser," he says. "They are profiteering at the expense of destroying marriages and families. Seriously, get a life!"

Irwin says he's used to the bad press and just lets it roll off his back.

"People may think it's immoral, but that's a matter of opinion," he says. "We might conceal hanky panky, but if it's a one-time shot and over and done with without involving the family, hopefully that's the end of it. Being found out will probably break up the relationship, but it doesn't have to be that way if you can make sure no one's the wiser."

LaBarbera says he was appalled at that justification.

"Whatever it takes to rationalize their twisted entrepreneurial spirit," he says. "That's the most Orwellian thing I've heard in a while. Why don't they just supply the mistresses for customers, too?"

"Some people might find it funny, but it's quite tragic," LaBarbera says. "There is no consideration for the person on the other end – it's the antithesis of fidelity, and no marriage can be healthy or stable with that plaguing the relationship. I hope they go under."

So far, Alibi Network seems far from declaring bankruptcy. Although Irwin declined to assign a figure to their global customer base, media reports have placed the number anywhere from 1,500 to 15,000, and he admits the company has experienced exponential growth.

Perhaps that is due to the extensive research Irwin and partner Leonard Brin, of Wheeling, conducted for two years before launching the company. The duo looked to similar services in Europe and hired market research firms to take surveys and hold focus groups to determine whether the premise would succeed in the culturally conservative United States. According to Irwin, 45 percent of respondents said they would use a service that would allow them to conceal an affair.

But the beauty of the business plan is that alibis can be used in an almost limitless number of circumstances. Only about 40 percent of Alibi Network clients use the company to facilitate extramarital activities, Irwin says.

The remainder may purchase the popular escape-a-date service that places "rescue calls" or a sick-day alibi where a "doctor" calls a client's boss, both costing a mere \$35. Virtual employment can beef up a

lackluster resume, and Alibi Network will provide business cards, e-mail accounts, work phone numbers, personal secretaries or business references for \$125. The company also has posed as a competitor courting an employee to help people get a raise.

Irwin says customers have used him to plan surprise parties, get out of family parties, pretend they are going to Gamblers Anonymous meetings and shop for embarrassing merchandise or medication.

"We're just here to help people do what they're already doing – as long as it's legal," he says. "We can be that liaison, which makes life a little easier for you."

[Email this to a friend](#)

[Printer friendly version](#)



[About Beep](#) • [Contact Us](#)

GET SMART: News • Weather • Traffic • Time Wasters

GET A LIFE: Sex Etc. • Day Trippin' • Money • Fitness & Rec. • Food • Fashion

GET OUT: Events • Music • Movies/DVD • TV • Restaurants • Bars & Clubs

GET PLAYED: Sports • Gaming & Tech

GET TOGETHER: Blogs • Message Boards • Community

GET STUFF: Sweepstakes

© 2006 Paddock Publications, Inc.