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July 13-19, 2006

## Naked City

# Web Site of the Week

## Excuses, Excuses - The Alibi Network

by Denis Wilson

<http://www.alibinetwork.com/>

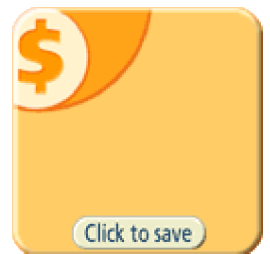
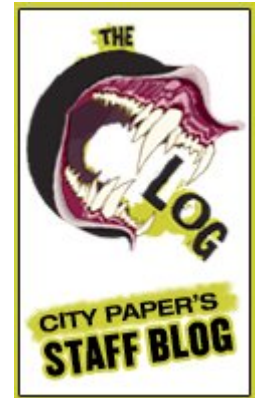
ON THE TELEPHONE, MIKE DEMARCO IS AS SMOOTH AND LIKABLE AS YOU'D expect a professional liar to be. As the spokesman and vice president of marketing for [Alibinetwork.com](http://Alibinetwork.com), he needs to know just how thick to lay on the brown stuff. Alibi Network is a Chicago-based Internet agency that will help you conjure and carry out an airtight alibi for any deed that your wicked mind may think of — so long as it's legal. "We won't do anything that will put us on the wrong side of the law," DeMarco says, adding that it's not illegal to make fake documents for fake businesses. Services can cost anywhere from \$35 for a one-time "rescue call" to thousands of dollars for labor-intensive custom alibis.

You want to take your secretary to Key West for a long weekend and make the wifey think you are at a business conference in Gary, Indiana? Done. Alibi Network can provide a legit-looking hotel confirmation or a business conference itinerary you can place on the kitchen counter to allay your spouse's pesky suspicions.

Sounds evil, doesn't it? DeMarco counters that the service can be used for good as well. He claims that it is not uncommon for a young woman with limited resources to contact his agency to help her escape an abusive relationship. Not to

mention that creating effective deception goes beyond a simple lie. DeMarco says that he might tell one of his alibi creators, "We need a script saying this and this in a Chicago dialect," in order to make a fake phone call more authentic.

Which got us thinking: Lots of famous Philadelphians could have used an excuse, a false document here and there to get out of a jam or spruce up their image. Here are a few we cooked up for 'em:



## Beanie Sigel

The Situation: Shot in the arm — which is kind of weak in the hardcore hip-hop world. Come on, Fiddy took a shot in the face.

The Solution: Have the Alibi Network create the impression (pay attention, young MCs) that you got shot in or around a vital organ. Let's say your kidneys. Then they could provide faux hospital bills and receipts for a home catheter system, 'cause nothing spells street cred like pissy camos.

## Donovan McNabb

The Situation: Tossing your cookies all over your offensive line in the fourth quarter of Super Bowl XXXIX.

The Solution: Alibi Network's Rescue Call Services. Observe:

Ring ... Ring ...

McNabb: Hello?

Pat O'Brien: You are so fuckin' hot! If you're into it, say yes.

McNabb: Coach, I gotta take this one; can you put Detmer in for a series?

## Ben Franklin

The Situation: People around here act like he was the second coming of Christ, but where's he been for the last 216 years. Dead? That's fuckin' lame.

The Solution: The tricksters at Alibi Network could put Benny-boy back in the limelight,

Weekend at Bernie's

-style, with receipts for the most posh fictitious hotels and restaurants. They could even hire "actresses" to play his mistresses.

## Rick Mariano

The Situation: Let's see ... convicted on bribery, fraud and money laundering charges.

The Solution: As previously stated, Alibi Network will not provide alibis for criminal activity. You're F'd, man.



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