

## When it Comes to Marriage, Affairmatch.com Helps to Fulfill Missing Links

(Syndicated News) In a recent study conducted by WebMD, it was found that nearly 20 percent of women have cheated on their husbands. Startling? Probably not for the majority of people who have ever been in a long-term relationship. What is surprising, however, is that it has only been in recent years that the same number of women have admitted to cheating on their spouses as their male counterparts.

"Affairs do unfortunately occur in nearly one in five marriages," states Joey Gabra, director of marketing for Affairmatch.com. "It's an extremely touchy subject, but it's a reality."

In response to the worldwide increase in extra-marital affairs, Gabra and Affairmatch.com CEO Ruben Kachian decided to launch their Web site as an outlet for unsatisfied married men and women around the world.

Both safe and discreet,

Gabra states that Affairmatch.com provides married men and women a method for seeking fulfillment in all areas of their lives.

"There's a big misconception that people cheat because of their sexual desires," says Gabra. "It's completely untrue — a lot of people cheat because of their emotional needs."

His comment rings particularly true for a large number of men in long-term relationships, many of whom associate love with sex. When sex and touching becomes less frequent than desired, many partners feel undesirable or unloved.

"We hear stories all the time about men hiring prostitutes to simply talk or cuddle with," states Gabra. "Whether right or wrong, people sometimes look for an outside emotional connection when their needs aren't met."

Unlike traditional methods, Affairmatch.com offers in-

dividuals the opportunity to explore extra-marital relationships without the overbearing presence of social norms. Similarly, all members of the site have common situations present within their lives — an element not found in other online dating sites.

"Our members all have similar desires in mind," says Gabra. "Nobody judges each other, nobody criticizes other member's situations, and nobody questions each other's intentions."

Affairmatch.com offers new members the chance to sample the site for free, another element not found in other dating Web sites. Members also have the opportunity to browse through thousands of profiles in addition to the opportunity to meet in online chat rooms. The combination of privacy and effectiveness has made it a successful portal for both men and women around the world.

"Nobody wants to pro-

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8	2	5	4	3	7	1	9	6
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9	5	1	6	2	4	7	3	8
2	4	8	7	5	3	6	1	9

mote cheating, and that is certainly not our intent," states Gabra. "We simply give people a safe and effective way to find fulfillment in their lives."

With over half a million clients using the Affairmatch.com services, it's no question

that the site has found a niche within a segment of life that largely goes unmentioned.

"Affairs are going to happen whether the world likes it or not," says Gabra. "We just want to put safety into the inevitable." ■

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