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# NATION

## Alibi Network, big in Vegas, has it all for straying spouses

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Mary is married, and Mary is having an affair. The Chicago wife told her husband she was sightseeing in Los Angeles last August, but that was a lie. Mary and her boyfriend were vacationing in Las Vegas, and Mary paid a professional cover-up company \$350 to ensure that her husband would never find out.

He didn't. The Alibi Network, an Illinois company that specializes in its namesake — alibis — armed Mary with a fake airplane itinerary, fake hotel reservations and a fake hotel answering service. When her husband phoned Mary's fake room in Los Angeles, the call was routed to her real cell phone in Las Vegas.

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Three months later, Mary doesn't want her name printed in the paper. She's planning on using the Alibi Network again.

"I needed to get away," she said. "I set something up."

Off to Vegas, need alibi

Michael DeMarco, the Alibi Network's vice president of marketing, says Las Vegas is a top destination for the company's clientele.

Costs for cover-ups range anywhere from \$75 for a temporary untraceable phone number to \$1,500 for a "full-blown alibi," DeMarco says.

DeMarco estimates that 20 percent of the company's clientele want to stage their attendance at fake work seminars — complete with fake seminar schedules, fake seminar registrations and optional fake certificates of seminar completion.

Roughly half the Alibi Network's clients use the service to hide an infidelity. Company executives insist it's a healthy deception — if you care enough to craft an expensive alibi, the logic goes, you must have tender feelings for the deceived.

Most of the people who want to hide vacations in Las Vegas, however, tend to roll into town with a different tide: the professional sports season. When there's a big tournament or playoff, the company is flooded with clients who sneak off to Las Vegas

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so they can loaf at the sports book in secret and play cards in privacy.

Brian, an Alibi client who also lives in Chicago, explained that while he has long since gotten over his gambling addiction, his wife of 12 years still wouldn't like the idea of his going to Las Vegas alone. It might, Brian said, "raise a red flag."

So when the urge arose last April, Brian hired the Alibi Network to stage a three-day Las Vegas seminar on a subject related to his field — finance. The Alibi Network sent Brian a fake seminar invitation, and Brian packed his suitcase. In Las Vegas, he played blackjack and hung out in sports books. During seminar "lunch break," Brian called his wife to check in. Then he went back to gambling. His wife still has no idea.

"We didn't invent lying," DeMarco said. "We didn't invent infidelity. We just found a niche in an existing market."

On the Net: Information on the Alibi Network, [www.Alibinetwork.com](http://www.Alibinetwork.com)



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