

ALL DATING SITE employees CATFISH men looking to cheat on their spouses by creating FAKE profiles for women

- **Staffers shared some of the shady tactics that were used to lure in customers**
- **They confessed to creating fake profiles for women to entice men to sign up**
- **The former employees also said they would use AI to send out messages to guys**

By [Lillian Gissen](#)

[Netflix](#)'s explosive new docuseries has revealed that Ashley Madison employees catfished men looking to cheat on their spouses by creating fake profiles for women - and made users pay to read messages sent by bots.

Controversial dating site Ashley Madison was launched in 2001 and was designed for married men and women looking to have affairs to connect with one another.

And while CEO Noel Biderman once insisted that there was 'no communication' between members that was 'anything other than organic,' former employees have now admitted that many male users weren't actually talking to real women on the site.

In Netflix's [new show Ashley Madison: Sex, Lies, And Scandal](#), numerous ex staffers opened up about some of the shady tactics that were used to lure in new customers.



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Ashley Madison was launched in 2001 and was designed for married men and women looking to have affairs to connect with one another. CEO Noel Biderman is seen

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Not only did the former employees confess to creating fake profiles, but they also said they would use [AI](#) to send out tens of thousands of messages to guys.

They would then charge them a fee to reply to the [bots](#), while under the impression that they were talking to women interested in hooking up.

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During the doc, journalist Claire Brownell explained that [after the site got hacked in 2015](#) and a list of every member who used the platform leaked on the web, it became evident that many of the women's profiles had been created by Ashley Madison employees since they all shared the same IP address.

'[These] profiles were all coming from the same IP address - the Ashley Madison office,' she revealed.

'Either tens of thousands of women were coming to the Ashley Madison office to look for men to have affairs with or somebody in the office was creating these fake profiles.'

An old clip of CEO Noel chatting about Ashley Madison in an interview then flashed onto the screen, during which, he claimed that the site was made up about 40 per cent females and 60 per cent males.

'We are 100 per cent committed to an organic community,' he added. 'There's no communication, zero, that you'll ever have on Ashley Madison with another member that isn't anything other than organic. And by organic, we mean true and real. 100 per cent legitimate.'

Claire explained that the site was promoted as a place for men to find women 'eagerly waiting to have an affair,' but in reality there wasn't enough of them.



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'There was a big gap between what Noel would say and the things the site actually did in practice,' she added.

An exotic dancer named Michelle McGee, who previously modeled in some of Ashley Madison's campaigns, recalled multiple men showing up at her job because they thought they had been talking to her on Ashley Madison - but in reality, she hadn't been using the site.

'These guys thought they were talking to me but there's somebody pretending they're me on that website,' she said.

Cathy, a former Ashley Madison customer service representative, confessed in the doc: 'We knew there were fake profiles on the site. It wasn't a secret to us.'

She said employees would take inactive profiles started by women that were never finished and fill in the missing info. They would then use those accounts to chat with hopeful guys.

'We had a sense of what people were looking for and what was sexually attractive to men,' she added.



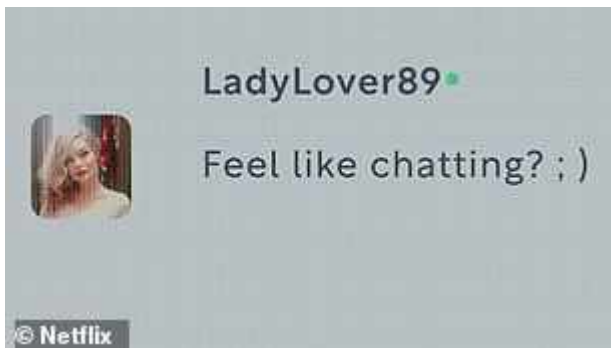
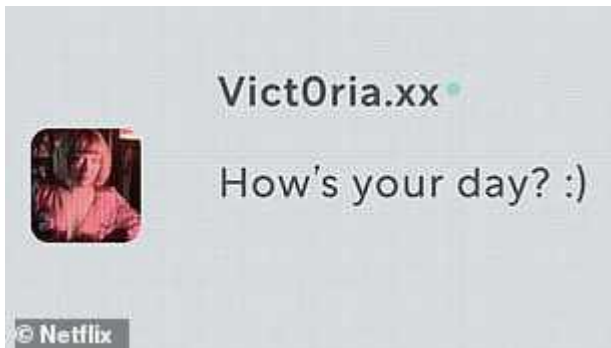
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In addition, Evan Back, who served as Ashley Madison's vice president of sales for nearly 10 years, said they would use AI to send out around 10,000 messages a day to men



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Joseph Cox - a reporter who studied every single thing that came out during the hack in great detail - called the deception 'predatory.'

'Men had to pay money to then read these messages and engage with these accounts,' he revealed.

'That shows predatory behavior from Ashley Madison.

'Not only are you getting people to sign up and misleading them, you're then charging them for the privilege of being lied to.'

'The average user on Ashley Madison was talking into the void... talking to fake bots while racking up hundreds of dollars worth of credit card bills and risking their marriages to do it. It paints a pretty sad picture,' Claire added.