

**PORTRAIT OF A LADY** PIXIE LOTT SEEKS TIFFANY'S INSPIRATION AT HEPBURN SHOW



PIXIE LOTT searches for inspiration at an Audrey Hepburn exhibition today – ahead of playing Holly Golightly on stage. The singer will star in *Breakfast At Tiffany's* in the West End, taking the role made famous by Hepburn in the 1961 film. Lott, 24, was at the National Portrait Gallery to view a series of iconic images of the actress. The production comes to the Theatre Royal Haymarket next year.

Alistair Foster

# Adultery webs have to scrap London flotation after hackers access

**Jonathan Pryn**  
Consumer Business Editor

ADULTERY website Ashley Madison may be forced to scrap its planned £130 million London share flotation after it was the victim of a disastrous hacking attack, analysts said today.

The Canadian owner of the site, which boasts 37 million “anonymous users” worldwide including more than a million in Britain, had been hoping to list its shares on the Stock Market later this year.

But analysts said any credibility that Avid Life Media might have with investors could now be fatally holed by the huge breach by the Impact Team group of hackers, which has threatened to release the names and addresses of users including their “secret sexual fantasies”.

Dating-industry analyst and editor of Online Personals Watch, Mark Brooks, said: “They’ve hinged their entire existence on privacy. It’s definitely going to affect their IPO plans. It’s going to reduce the value of this company. People prize their privacy on online dating sites. This is compounded 1,000 times on AshleyMadison.com over a typical dating site.”

Matthew Kennedy, analyst at US financial research firm Renaissance Capital, said: “This [hacking] could certainly douse the flame of a hot internet IPO.”

Paul Keable, vice president of communications at Avid Life Media, said the City listing wasn’t “a firm plan” but remains an option “irrespective of today’s news”. Avid Life Media, which also runs Cougarlife.com and EstablishedMen.com, aims to raise funds for marketing and international expansion.



sion. It said it wanted to float it in Europe rather than North America because of its more liberal attitude towards adultery. Ashley Madison, which has the slogan “Life is

‘They have hinged their entire existence on privacy. It’s going to reduce the value of this company’  
Mark Brooks, dating industry analyst