

## **Sex Please, We're British - 72% of Brits looking for fun in the sack this Valentine's Day**

*MadBid.com study Reveals 72% of Brits looking to spice up their Valentine's Day this year*

London, 1<sup>st</sup> February 2012 – [MadBid.com](http://MadBid.com), the leading pan European pay-to-bid Interactive Social Auction site, reveals the results from its latest Valentine's survey\* which shows that sex is no.1 on the wish list this year with 72% of Brits hoping to have sex this Valentine's Day. In fact twice as many men as women are hoping to get lucky on the night and both men and women will be surfing online dating sites in search of some action!

These amorous urges are supported by the increase in sales of sexual health products. During the month of February, sales of enhancement and performance supplements like Viagra as well as products including condoms and lubricants increased in demand.

*"February is one of our peak months for sexual health product sales and we sell more than 75,000 boxes of Fembido and Maxbido, our natural libido enhancers, in this month alone,"* said a spokesperson for Chemistdirect.co.uk, Europe's leading online chemist *"In this cold weather, people are bunkering down and spending more time at home, which leads to the inevitable, and we always see a rise in sales of pregnancy tests and emergency contraception at this time of year!"*

### **Is Romance Dead?**

The survey also reveals that only 12% of Brits will be sending their sweetheart a traditional Valentine's card this year – with almost 30% choosing to send a message via Facebook, Twitter, email, text or a phone call instead and 30% not planning to send anything.

Rather than going for a romantic meal, this Valentine's Day 24% of Brits will be spending it alone or with friends and 18% with a mistress, toyboy or an ex. Does this mean romance is dead? Women certainly seem to think so as 1 in 5 will be celebrating their single statuses.

MadBid.com is a unique and innovative auction platform and offers users a unique, fun and secure way to shop. It currently has over 2,000,000 registered users, and over 2,000 different brand-new products including LED TVs, tablets, laptops, the latest smartphones and cars, from premium brands such as Apple, Samsung and LG. Users can expect to save on average 81% on the original recommended retail price.

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#### **Survey**

\* The MadBid.com shopping survey analysed the behaviour of 1,600 internet users across the UK. The survey was conducted in January 2012.

#### **About MadBid.com**

Founded in the UK in 2008, MadBid.com is the leading Pan European pay-to-bid Interactive Social Auction platform, operating in seven European countries including Italy, Germany, Spain, Sweden, Finland and Ireland as well as the UK. It has over 2,000,000 registered users globally, over 1,000,000 unique visitors per month and over 360,000 completed auctions.

MadBid.com is in the UK's 'The Guardian' Tech Media Invest 2010 as one of the Top 30 IT companies in the UK and number one in its e-commerce category.

This unique and innovative platform allows users to bid on over 2,000 different premium products such as laptops, iPhones, TVs, cameras, health and beauty products, houseware furniture, cars and more. MadBid.com offers customers an exciting shopping experience with a twist where users can buy a range of desirable consumer goods by placing bids through the site and save on average 81%\*\* on RRP (as confirmed by independent accounting firm BDO®).

*\*\*includes final auction closing price and cost of bids*

**Website:** <http://uk.MadBid.com/>

**Facebook :** <http://www.facebook.com/MadBid.Auctions>

**Twitter:** <https://twitter.com/MadBid>

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