



## Marchex Sets 2007 Open List Target Integration and Launch Dates, Adds Chris Linnett as Director of Open List

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Marchex, Inc. (NASDAQ: MCHX, MCHXP), today announced that it plans to integrate content and functionality from its Open List search and content aggregation engine across more than 100,000 Marchex Web sites by June 30, 2007. Marchex also announced that it plans to launch an expanded version of Open List ([www.openlist.com](http://www.openlist.com)) by September 30, 2007, as a standalone destination and search guide that will provide relevant, searchable content and data on more than 15 million businesses segmented into more than 20,000 categories.

Additionally, Marchex today announced the hiring of Chris Linnett for the position of Open List Director. Linnett will be responsible for evolving various elements of the Open List business.

Open List Content and Functionality on Marchex Web Sites and Update to OpenList.com: The Open List integrations across the Marchex network of Web sites will be similar to other integrations found on selected Marchex Web sites, such as [www.remodeling.com](http://www.remodeling.com), [www.bostonmortgage.com](http://www.bostonmortgage.com), [www.locksmiths.com](http://www.locksmiths.com), and [www.seattleinsurance.com](http://www.seattleinsurance.com). The expanded integrations will also include an upgrade to Marchex's network of ZIP Code Web sites, which will evolve from their current offerings in the three categories of hotels, restaurants and attractions to feature an expanded set of information on more than 15 million businesses in thousands of categories. This will be a significant step toward getting Open List content integrated on all applicable Marchex Web sites and increasing the overall consumer utility and usage of the Marchex Network.

Separately, the expanded Open List will include such categories as auto (e.g., auto rental, auto repair, etc.), employment services, professional services (e.g., contractors, doctors, insurance, lawyers, etc.), personal services (e.g., caterers, baby sitters, beauty salons, spas, etc.), and travel (e.g., hotels, restaurants, attractions, etc.), among others. Once the next version of OpenList.com has been launched, Marchex intends to allow users to access OpenList.com from the majority of the Web sites in its network.

"Leveraging our Open List search technology as a content publishing tool for our Web sites has proven to be successful, as traffic and financial metrics have increased over pre-integration levels," said John Keister, Marchex President and Chief Operating Officer. "We are looking forward to this broader Open List rollout having a positive impact on our Web sites. We are also excited about the next version of OpenList.com being launched later this year, as this site will be an excellent resource for consumers to access information and reviews on millions of businesses."

### **Addition of Senior Management to Open List:**

Marchex today announced the hiring of Chris Linnett for the position of Open List Director. Linnett will be responsible for evolving the Open List business, which includes bringing Open List content to Marchex's proprietary Web sites, creating a unique consumer Web site experience at OpenList.com, expanding advertiser relationships, and building new partnerships around Open List's unique data paradigm.

Linnett has extensive experience in the online consumer space, including 12 years at Microsoft, where he was responsible for the design and development of some of Microsoft's leading online properties, including the MSN home page and Office Online. He holds a Ph.D. in cognitive psychology from the University of California at Berkeley, as well as a bachelor's degree from Pomona College.

### **About Marchex, Inc.**

Marchex ([www.marchex.com](http://www.marchex.com)) is a technology driven search and media company focused on vertical and local online traffic. Specifically, the company is focused on search marketing, local search, and direct navigation. Marchex's platform of integrated performance-based advertising and search marketing services enables merchants to efficiently market and sell their products and services across multiple online distribution channels, including search engines, product shopping engines, directories and selected Web sites.

### **Forward looking statements:**

This press release contains forward-looking statements that involve substantial risks and uncertainties. All statements, other than statements of historical facts, included in this press release regarding our strategy, future operations, future financial position, future revenues, projected costs, prospects, plans and objectives of management are forward-looking statements. We may not actually achieve the plans, intentions or expectations disclosed in our forward-looking statements and you should not place undue reliance on our forward-looking statements. Actual results or events could differ materially from the plans, intentions and expectations disclosed in the forward-looking statements we make. There are a number of important factors that could cause Marchex's actual results to differ materially from those indicated by such forward-looking statements which are described in the "Risk Factors" section of our most recent periodic report and registration statement filed with the SEC. We disclaim any intention or obligation to update any forward- looking statements.

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