



## Marchex Announces Contextual Advertising Agreements with Seven Premium Vertical Publishers

February 20, 2007

**SEATTLE, WA and NEW YORK, NY - February 20, 2007**

Marchex, Inc. (NASDAQ: MCHX, MCHXP), in conjunction with its subsidiary IndustryBrains, today announced that since January 1, 2007, it has signed contextual advertising agreements with seven publishers across several vertical categories, including Business & Finance, Information Technology, and Home & Living. These publishers include InvestorVillage.com, Homes and Land, CIO Index.com, and WorldGolf.com, among others.

Under the agreements, Marchex will provide its contextual advertising solutions to selected areas of the publishers' Web sites, or to channels associated with the sites, such as targeted newsletters and blogs. Marchex's site-specific contextual advertising solutions enable advertisers to place their product or service listings directly on premium Web sites and/or on specific sections or pages of such sites, based on relevance.

This approach allows brand-name publishers to directly benefit from the value of their respective online brands, content and site traffic. The seven new publishers add to Marchex's relationships with more than 100 vertically focused and brand-name online publishers, such as BusinessWeek Online, The Motley Fool, and the Ziff Davis online properties; as well as a large base of premier advertisers.

"As the company that created the site-specific approach to contextual advertising more than five years ago, we are very pleased to build upon our leadership position by adding seven high quality online publishers to our platform since the beginning of the year," said Erik Matlick, IndustryBrains CEO. "As 2007 progresses, we look forward to further increasing our market share while helping all of our new partners more fully realize the value of their online brands, and providing advertisers with direct access to many additional highly targeted audiences."

### **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.

### **About IndustryBrains**

IndustryBrains, a wholly owned subsidiary of Marchex, is a leader in monetizing vertical and brand-name Web sites through contextual advertising solutions. Since 2002, the company has built a platform of high-quality traffic by leveraging its proprietary technology to offer a site-specific approach to contextual advertising under a business model that combines bid-for-placement and relevancy. This approach has allowed IndustryBrains to create relationships with more than 100 vertically focused and brand-name online publishers, such as USATODAY.com, BusinessWeek Online, The Motley Fool, and the Ziff Davis online properties; as well as a large base of premier advertisers. For more information, visit [www.industrybrains.com](http://www.industrybrains.com).

### **Safe Harbor Statement**

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, certain statements and expectations regarding the asset acquisition, 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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