



IndustryBrains Renews and Expands Contextual Advertising Agreement with The Motley Fool, Adds National Golf Network

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IndustryBrains, the founder of site-specific contextual advertising and a wholly owned subsidiary of Marchex, Inc. (NASDAQ: MCHX, MCHXP), today announced that it has renewed and expanded its contextual advertising agreement with The Motley Fool, a leading investment advisory services company in IndustryBrains' Business & Finance vertical, which also includes BusinessWeek Online, Smartmoney.com, and Morningstar.com. At the same time, IndustryBrains announced that it has added a new premium publishing partner in National Golf Network (www.ngn.com), the official Web site of Golf Intelligence, connecting millions of golfers with golf courses, clubs, golf associations, PGA professionals, and other golfing resources.

Under the expanded Motley Fool agreement, IndustryBrains will continue to provide its contextual advertising solutions to The Motley Fool's primary Web site, while extending its services to the Motley Fool's popular financial discussion boards, which receive an average of more than 26 million page views per month, according to the Motley Fool. Additionally, IndustryBrains will also provide its solutions to Motley Fool CAPS, a ground-breaking stock rating service, now in beta, that enables users to get insights from the stock trading community and see how their picks perform compared with those of professional Wall Street analysts.

"As we expand The Motley Fool's offerings to areas like the new CAPS service, it makes sense to similarly extend our relationship with IndustryBrains, which has consistently provided us with a superior combination of results, client service, and useful solutions that positively impact our bottom line," said Gary Hill, Senior Vice President of Business Development at The Motley Fool.

"It is very gratifying that The Motley Fool, one of the Internet's leading sources for financial information, decided to expand our relationship and we look forward to helping them benefit from their expanded use of site-specific contextual advertising, whether on discussion boards or their innovative CAPS service," said Erik Matlick, IndustryBrains CEO. "We are also very pleased to welcome another new high quality publishing partner in National Golf Network, a site that exemplifies the convergence of high quality advertisers and consumers."

IndustryBrains founded the site-specific approach to contextual advertising more than five years ago, with the 2002 launch of its contextual advertising platform. IndustryBrains enables 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 agreements announced today strengthen IndustryBrains' network of more than 100 vertically focused and brand-name online publishers, such as BusinessWeek Online, The Motley Fool, and the Ziff Davis online properties; which is paired with a large base of premier advertisers.

ABOUT MARCHEX, INC.

Marchex (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.

ABOUT THE MOTLEY FOOL, INC.

The Motley Fool is an investment advisory services company based in Alexandria, Virginia. Since 1993, The Motley Fool has been helping people make better financial decisions across a wide variety of online and offline media channels including: its award-winning website; its investment newsletter services; its best-selling Simon & Schuster and self-published books (over 2 million sold); and a nationally-syndicated weekly column carried by more than 200 newspapers.

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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