



Marchex Announces Local Search Marketing Agreement with The Berry Company

February 6, 2006

SEATTLE, WA - FEBRUARY 6, 2006

Marchex, Inc. (NASDAQ: MCHX, MCHXP), today announced that it has signed a local search marketing agreement with The Berry Company, a leader and innovator in the Yellow Pages industry responsible for advertising sales into more than 800 directory titles nationwide, serving more than one million advertisers.

Under terms of the agreement, The Berry Company has begun selling local business advertisers in selected markets comprehensive search marketing programs under its own brand, utilizing Marchex Local's Express product, a fully outsourced and customizable search marketing platform that creates, fulfills and manages search marketing campaigns.

The Marchex Local platform:

- provides both keyword- and feed-based search campaigns that reflect a local merchant's products or services;
- fulfills these campaigns using a combination of search marketing services, such as bid management and feed management, across many of the Internet's most popular search engines and other online search distribution sources; and
- manages these campaigns and produces detailed information and campaign statistics.

"We are pleased to be working with a recognized innovator in The Berry Company to extend our local search marketing platform to selected local directory markets," said Gary Roshak, Marchex VP of Strategic Alliances. "This agreement will help us expand our reach, allowing us to deliver search campaigns for a greater number of local and national Yellow Pages merchants."

ABOUT THE BERRY COMPANY

The Berry Company, a wholly owned subsidiary of BellSouth Corp., is the leader and innovator in the Yellow Pages industry. Founded in 1910 by Yellow Pages pioneer Loren M. Berry, The Berry Company is responsible for more than 800 directory titles nationwide, serving more than 100 U.S. telephone companies and one million advertisers. Berry's portfolio includes several distinct lines of business, including Berry's South Central Area and the Independent Line of Business, which provide Yellow Pages and Internet solutions to local advertisers across the nation; Berry Network, Inc., which serves 600 national Yellow Pages clients; and Berry Sales and Marketing Solutions, which provides consulting services in the United States and worldwide. For more information, please visit www.theberrycompany.com.

ABOUT MARCHEX, INC.

Marchex's (www.marchex.com) mission is to be a leader in delivering vertical and local online traffic to merchants. 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 properties.

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, acquisitions, 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.

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