



## **IndustryBrains Announces Contextual Advertising Pact with ECT News Network and Renews Relationship with The Motley Fool**

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### **NEW YORK- MAY 5, 2006 -**

IndustryBrains, a leader in monetizing vertical and brand- name Web sites through site-specific contextual advertising solutions and a subsidiary of Marchex, Inc. (NASDAQ: MCHX, MCHXP), today announced a contextual advertising agreement with ECT News Network(tm), one of the largest e-business and technology news publishers in the United States. In addition, IndustryBrains has renewed its relationship with The Motley Fool, a leading investment advisory services company and a partner in IndustryBrains' Business & Finance vertical.

Under its agreement with ECT News Network, which is effective immediately, IndustryBrains is providing its solutions on six of ECT News Network's leading Information Technology news and analysis online publications, including the E-Commerce Times(r) ([www.ecommercetimes.com](http://www.ecommercetimes.com)), TechNewsWorld(tm) ([www.technewsworld.com](http://www.technewsworld.com)), LinuxInsider(tm) ([www.linuxinsider.com](http://www.linuxinsider.com)), CRM Buyer(tm) ([www.crbuyer.com](http://www.crbuyer.com)), MacNewsWorld(tm) ([www.macnewsworld.com](http://www.macnewsworld.com)), and ECTNews.com ([www.ectnews.com](http://www.ectnews.com)).

ECT News Network joins other high-quality online publishers in IndustryBrains' Information Technology vertical, such as Ziff Davis, IDG and Tech Web, among others. Meanwhile, The Motley Fool is joined by other premium Web sites within IndustryBrains' Business & Finance vertical category, such as Bankrate, Forbes.com, Investors.com, and BusinessWeek Online, among others.

IndustryBrains' proprietary bid-for-placement and relevancy ranking systems enable advertisers to place their product or service listings directly on premium Web sites and/or on specific sections or pages of such sites. This approach allows vertically focused brand- name publishers to directly monetize the value of their respective online brands, content and site traffic.

"We were looking for a contextual partner who could help us benefit from the substantial value associated with our established online portfolio of Information Technology publications," said Ric Kern, ECT News Network's CEO & Publisher. "IndustryBrains' track record of working with a world-class roster of vertically focused publishers, along with its proven site-specific approach, represents a great fit. We look forward to working together to maximize the value of our online brands while providing substantial benefit for advertisers looking to reach our highly targeted readership online."

"We are very pleased to add another well-established and respected publisher like ECT News Network to our verticals," said Erik Matlick, IndustryBrains CEO. "At the same time, we are equally gratified to renew our relationship with The Motley Fool, as our continued ability to deliver exceptional results for our existing partners is every bit as important to us as developing new relationships."

"During the past couple of years, IndustryBrains has consistently differentiated itself by providing a superior combination of results, client service, and the fundamental ability to offer solutions that are highly beneficial to us as a publisher," said Gary Hill, Senior Vice President of Business Development at The Motley Fool.

### **ABOUT ECT NEWS NETWORK**

ECT News Network is one of the largest e-business and technology news publishers in the United States. Each month, the network of business and technology publications attracts an audience of several million, which includes a large segment of business and technology decision-makers who need timely industry news and reliable analysis. ECT News Network currently includes several e-business and technology online publications: The E-Commerce Times(r), TechNewsWorld(tm), LinuxInsider(tm), CRM Buyer(tm) and MacNewsWorld(tm). ECT News also publishes the E-Commerce Minute(tm) and the Tech News Flash(tm) daily newsletters and the ECT News Network Weekly Newsletter(tm).

### **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.

### **ABOUT INDUSTRYBRAINS**

IndustryBrains 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, Travel + Leisure, Forbes.com, and the Ziff Davis online properties; as well as a large base of premier advertisers. IndustryBrains is a wholly- owned subsidiary of Marchex. For more information, visit [www.industrybrains.com](http://www.industrybrains.com).

### **ABOUT MARCHEX, INC.**

Marchex's ([www.marchex.com](http://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, 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.

Marchex Press:

Michelle Craig

Nyhus Communications for Marchex

Telephone: 206.323.3733

Email: michelle(at)nyhus.com