



Marchex Announces Contextual Advertising Pacts with TheStreet.com and Line56 Media

October 12, 2006

SEATTLE, WA and NEW YORK, NY - October 12, 2006 - Marchex, Inc. (NASDAQ: MCHX, MCHXP), in conjunction with its subsidiary IndustryBrains, today announced that it has signed separate contextual advertising agreements with TheStreet.com, a leading provider of financial commentary, analysis, research, news and ratings and Line56.com, a leading source of global news and analysis on e-business technology and strategy. Under the agreements, IndustryBrains is providing its solutions to targeted portions of each entity's Web site. The agreements are both effective immediately.

IndustryBrains' 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. Today's announcement adds to IndustryBrains' relationships with more than 100 vertically focused and brand-name online publishers, such as BusinessWeek Online, The Motley Fool, Forbes.com, and the Ziff Davis online properties; as well as a large base of premier advertisers.

"We are very pleased to add two premium and highly regarded media companies to our growing roster of partners, further enabling us to match advertisers with the most appropriate distribution points for their products or services," said Erik Matlick, IndustryBrains CEO. "TheStreet.com and Line56.com bring two more sources of top quality distribution to our business and finance verticals and we look forward to working with both to help them more fully monetize their sites."

ABOUT THESTREET.COM

TheStreet.com, Inc. (Nasdaq: TSCM) is a leading multimedia provider of business, investment and ratings content, available through its proprietary properties, which include Web sites, email subscription services, print, radio, syndication and audio and video programming. Founded in 1996, TheStreet.com, Inc. pioneered the electronic publishing of financial information on the Internet. Today, the Company offers proprietary information on stocks, mutual funds, exchange traded funds (ETFs) and financial institutions, including various insurers; HMOs; Blue Cross Blue Shield plans; banks and savings and loans. The Company's breadth of top-grade services empowers a wide audience of retail and professional investors, by delivering information they can rely upon to make sound, informed financial decisions.

ABOUT LINE 56 MEDIA

Line56 Media is a leading source of global news and analysis on e-business technology and strategy. Through their online media offerings - the e-business news hubs line56.com, portalsmag.com and destinationkm.com, web events, custom research and e-newsletters - they deliver information on e-business and enterprise technology to corporate executives from all industry sectors.

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, 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.

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 properties.

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.

Marchex Press:
Michelle Craig
Nyhus Communications for Marchex
Telephone: 206.323.3733
Email: [michelle\(at\)nyhus.com](mailto:michelle(at)nyhus.com)