



## **Marchex Announces Shopping and Search Distribution Agreements**

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Marchex, Inc. (NASDAQ: MCHX, MCHXP), today announced product shopping agreements, through its TrafficLeader subsidiary, with leading Internet shopping engines MSN Shopping (<http://shopping.msn.com/>) and Become.com ([www.become.com](http://www.become.com)), further extending Marchex's online shopping distribution channel for its merchant advertisers.

Marchex also announced today that it has reached separate search distribution agreements to place its advertiser listings on the MSN and Ask Jeeves search networks.

### **Shopping**

Under the shopping agreements, TrafficLeader's merchant advertisers will have their products and services delivered in online search results through MSN Shopping and Become.com, based on the relevance of the merchants' offerings to users' search queries, using managed search feeds provided by TrafficLeader. Where applicable, TrafficLeader will also deliver images relevant to the merchants' products and services within the search results. Combined with its previously announced relationships with several other major shopping search engines such as Yahoo! Shopping (<http://shopping.yahoo.com>) and Froogle (<http://froogle.google.com>), Marchex now has agreements in place with ten of the Internet's leading product shopping providers.

### **Search Distribution**

Meanwhile, under separate search distribution agreements, Marchex will provide search distribution and advertising opportunities for its online merchant advertisers through both the MSN and the Ask Jeeves networks. Marchex is among a select group of companies that can provide advertisers access to MSN's proprietary network. In working with MSN and Ask Jeeves in this regard, Marchex will have the capability to deliver advertisements from its large merchant customers and its local advertisers to these quality sources of search traffic.

"As we enter the busy shopping season associated with the fourth quarter, we are very pleased to make additional progress toward our goal of providing merchant advertisers with the most comprehensive platform of relevant distribution possible," said Peter Christothoulou, Marchex Chief Strategy Officer.

### **About Marchex, Inc.**

Marchex ([www.marchex.com](http://www.marchex.com)) is an online technology company that helps merchants sell through search. The company is focused on search engine and contextual 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.

The names of actual companies and products mentioned herein may be the trademarks of their respective owners.

### **Marchex Press:**

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

### **Marchex Investor Relations:**

Trevor Caldwell  
Telephone: 206.331.3600  
Email: [ir\(at\)marchex.com](mailto:ir(at)marchex.com)