



## **Yellow Pages Group Partners with Marchex to Bring Search Engine Marketing and Other Performance-Based Services to Canadian Businesses**

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Yellow Pages Group (TSX:YLO.UN), Canada's leading local advertising company, and Marchex, Inc. (NASDAQ: MCHX), a leading local search and performance advertising company, today announced a partnership to provide simple, local online performance-based advertising products and services to Canada's small and medium-sized business (SMB) customers.

Under this agreement, Yellow Pages Group (YPG) will use the award-winning Marchex Connect product suite to power its performance-based advertising services. These new services include search- and call-based marketing and analytics, and are designed to drive new customers for Canadian businesses with a focus on measurable performance. The services will be in market on a national basis in January 2010.

"YPG makes it simple for SMB advertisers to find new business. We already provide merchants and businesses of all types with leads from multiple sources across the Internet, mobile and print media. The new paid search product is a full service offering designed to be simple, effective and hassle-free for advertisers," said Stephane Marceau, Chief Marketing Officer, Yellow Pages Group. "The services will allow our advertisers to find new business through search engines such as Bing (MSN), Yahoo!, Google and other top tier online properties. Marchex is a natural partner for us given their experience in the U.S. with leading publishers serving small and medium-size businesses."

"YPG is the trusted source for Canadian businesses when it comes to local advertising," said Russell C. Horowitz, Marchex Chairman and CEO. "This strategic partnership reinforces Marchex Connect as the platform of choice for companies who want to offer performance advertising products to their SMB end customers. We look forward to helping YPG further extend their leadership position in the Canadian local advertising market and believe this is the first of many exciting opportunities our two companies will work on together."

### **About Yellow Pages Group**

Yellow Pages Group is Canada's leader local commercial search provider. Each year, it publishes annually more than 340 Yellow Pages™ and residential directories. YPG also owns and operates Canada's most visited online directories - [YellowPages.ca](#)™ and [Canada411.ca](#)™ along with [CanadaPlus.ca](#)™, a network of seven local city sites. [YellowPages.ca](#)™ can be accessed on mobile devices as well as at [mobile.yp.ca](#) and through mobile applications on BlackBerry®, Apple iPhone™ and Google™'s Android™. Yellow Pages Group is indirectly held by Yellow Pages Income Fund (YLO.UN). For more information, visit [www.ypg.com](#) or for recent news on the Company, follow [http://twitter.com/yellowpages\\_ca](http://twitter.com/yellowpages_ca).

### **About Marchex**

Marchex, Inc. ([www.marchex.com](#)) is a leading local search and performance advertising company. Marchex's innovative advertising platform delivers search- and call-based marketing products and services for local and national advertisers. Marchex's local search network, one of the largest online, helps consumers make better, more informed local decisions through its content-rich Web sites that reach tens of millions of unique visitors each month.

### **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 and other financial guidance, 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. All of the information provided in this release is as of Oct. 28, 2009 and Marchex undertakes no duty to update the information provided herein.

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