



Marchex Adhere Adds 16 Premium Web Sites to Its Vertical Advertising Network

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Marchex, Inc. (NASDAQ: MCHX), a leading local search and performance advertising company, today announced that it has added 16 premium local and vertical Web sites, including Internet.com (a division of WebMediaBrands), The Big Money, BondsOnline, and Incisive Media's Law.com to Marchex Adhere™, its vertical performance advertising network.

"At Internet.com, we appeal to a blend of IT and business professionals looking for global news and analysis on products and services that impact their everyday lives. When they visit our Web site, we want to ensure we are delivering advertising that is highly relevant to their interests and needs," said Gus Venditto, Senior VP and General Manager, WebMediaBrands. "Marchex Adhere delivers top quality industry-specific advertisers that are well matched to our content, allowing us to maximize our ad inventory and revenue."

Marchex Adhere features more than 200 premium publisher Web sites and newsletters, including BusinessWeek, Kiplinger.com, and RealtyTrac, across numerous verticals, including business, finance, real estate, information technology, and human resources. Unlike traditional ad networks, Marchex Adhere gives publishers control over their own inventory and provides advertisers transparency on where their ads appear on the network.

"Publishers are increasingly looking for the most effective and efficient ways to maximize their yield, while advertisers want to place their ads where they are most relevant and generate the highest return-on-investment," said Sloan Seymour, Senior Vice President, Marchex Adhere. "Marchex Adhere is helping both parties maximize their results, providing transparency and control along the way."

"Marchex Adhere offers a breadth of premium Web sites, across a wide range of industries, giving us the ability to reach a highly qualified audience," said Jeff Coveney, Senior Product Marketing Manager, Application Security. "Using several site- and category-specific campaigns, we were able to cost-effectively target those businesses that utilize our solutions, resulting in higher conversion rates and more qualified sales."

To learn more about Marchex Adhere for advertisers and to download a case study about Application Security, visit http://www.marchex.com/pdf/appsecurity_casestudy_042809.pdf. For more information about Marchex Adhere for publishers, and to download a RealtyTrac case study, visit http://www.marchex.com/pdf/realtytrac_casestudy_042809.pdf.

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, 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 April 7, 2009 and Marchex undertakes no duty to update the information provided herein.

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