



## Marchex Extends Advertisers' Reach to Mobile Devices through Its Business Profile Pages

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Marchex, Inc. (NASDAQ: MCHX), a leading local search and performance advertising company, today announced that it has extended its advertisers' reach to mobile consumers through its Business Profile Pages that are now fully optimized for mobile devices.

Marchex's Business Profile Pages deliver click- and call-based local leads to national and local advertisers from paid and organic search results, directories, vertical Web sites, and with today's announcement, smart phones and other mobile devices.

"There are already millions of users on the mobile Internet who utilize mobile search today," said Greg Sterling, Principal, Sterling Market Intelligence and analyst at Local Mobile Search. "Those numbers will only continue to grow, which is why it's critical for marketers, whether large or small, to have an online presence that's optimized for mobile."

Marchex's Business Profile Pages provide advertisers with performance data that enables them to measure their marketing results and return-on-investment, including click-throughs on the page, and the number of calls generated and forms submitted. Marchex offers its Business Profile Pages through Marchex Connect, its full-service local advertising solution that delivers local leads to businesses through online and offline marketing campaigns. Marchex Connect is available on a direct basis to national advertisers and on a private-label basis to small-to-medium-sized advertisers through Marchex's partnerships with companies selling local advertising.

"Mobile search, at its core, is local search. By extending Marchex's Business Profile Pages to mobile devices, we provide advertisers with a turn-key way to reach mobile consumers, while providing consumers with the local information they increasingly want on their mobile devices," said Ed O'Keefe, Vice President of Product Development at Marchex. "We seamlessly optimize our advertiser's online business information and deploy it across the most popular mobile devices, including the iPhone, BlackBerry, and other smart phones."

To see an example of a Marchex Business Profile Page on a mobile device, please go to <http://m.emeraldcitylawncare.com> on the browser on your iPhone or other smart phone.

### About Marchex

Marchex, Inc. ([www.marchex.com](http://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 February 5, 2009 and Marchex undertakes no duty to update the information provided herein.

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