



## **Marchex and Citysearch Announce Strategic Content and Advertising Partnership**

February 26, 2008

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Marchex, Inc. (NASDAQ: MCHX, MCHXP), a local online advertising company and leading publisher of local content, and Citysearch, a leading online local guide and an operating business of IAC (NASDAQ: IACI), today announced a strategic partnership that provides Citysearch with a new distribution channel for both its content and advertisers and provides Marchex with extensive content for its local network. Terms of the agreement were not disclosed.

Under the agreement, Citysearch will provide its content, including editorial and user reviews, promotions, images and video for distribution on Marchex's local network of more than 150,000 local Web sites, including Openlist.com, Yellow.com and geo-targeted sites such as chicagodoctors.com. Marchex will distribute advertisements from Citysearch's broad base of local advertisers across its local network, which attracts more than 26 million unique users monthly.

"We are partnering with Marchex because we like their unique local strategy where they have built a broad and deep network of highly targeted local sites such as Openlist.com and NewYorkDoctors.com," said Jay Herratti, CEO, Citysearch. "Marchex's local network will drive highly qualified consumers to our advertisers, and in turn Citysearch user and editorial content will help Marchex consumers make smarter decisions that save time and money."

"Citysearch's trusted local content further empowers our millions of monthly users to make informed decisions about which local businesses best meet their individual needs," said Peter Christothoulou, Marchex Chief Strategy Officer. "This partnership delivers targeted local traffic to Citysearch advertisers and enables Marchex to further monetize our local Web sites with highly relevant local advertisements across all our categories."

### **About Citysearch**

Citysearch is a leading local search and directory company that provides the most up-to-date information on businesses, from restaurants and retail, to travel and professional services. Citysearch empowers consumers to make informed decisions about where to spend their time and money by delivering trusted content, local expertise and helpful tools, including over 18 million local business listings and over 1.5 million user reviews nationwide. Citysearch is an operating business of IAC (NASDAQ: IACI). For more information, visit: [www.citysearch.com](http://www.citysearch.com)

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

Marchex ([www.marchex.com](http://www.marchex.com)) is a local online advertising company and leading publisher of local content. Marchex's innovative advertising platform delivers search- and call-based marketing products and services for local and national advertisers. Marchex's local content network, one of the largest online, helps consumers make better, more informed local decisions through its network of 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.

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