



Marchex Releases Local Industry Report, "2008 Perspectives on Local Online Advertising and Content"

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Marchex, Inc. (NASDAQ: MCHX, MCHXP), a local online advertising company and leading publisher of local content, today announced that it has released '2008 Perspectives on Local Online Advertising and Content,' a 23-page report that combines an updated overview of local industry trends with specific tactics for marketers, addressing areas including local online advertising, localized search engine optimization (SEO), and call tracking.

"2008 Perspectives on Local Online Advertising and Content" identifies several trends that Marchex believes will continue to accelerate the growth of the local market in 2008 and beyond:

1. The adoption rate of online advertising services by small- to medium- sized businesses (SMBs) will continue to rise, driven by local sales channels such as Yellow Pages providers.
2. National advertisers will expand their focus on local online advertising campaigns and will increasingly utilize local geo-targeting and tactics that encourage and measure offline purchases.
3. The demand for call-based advertising services, such as call tracking and pay-per-phone call, will grow.
4. For consumers, the local search experience will improve, delivering more accurate and actionable results that more effectively connect consumers with local businesses.
5. The local market will be less fragmented due to consolidation, innovation, and partnerships.

"Small- to medium-sized businesses are continuing to drive the growth in local online advertising, and ongoing investment from Yellow Pages companies and other local media will continue to fuel this growth in 2008," said Russell C. Horowitz, Marchex Chairman and CEO. "In addition, based on direct input from our advertisers, we anticipate that national advertisers and agencies will increasingly focus on local geo-targeted campaigns, particularly as the Local Internet experience for consumers continues to improve and consolidation occurs."

In addition to examining broader local trends, the report provides specific tactics that will benefit online advertisers of all sizes, including: five key local advertising tips for marketers, SEO strategies that will help advertisers cash in on local searches, and the key benefits of call tracking.

The complete "2008 Perspectives on Local Advertising and Content" report can be downloaded free at: www.localpoint.com.

About Marchex, Inc.

Marchex (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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