



Mitchell 1 Selects Marchex to Power Call Tracking and Analytics for Tens of Thousands of Automotive Repair Professionals Nationwide

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Marchex, Inc. (NASDAQ: MCHX), a local search and advertising company, today announced that Mitchell 1, a leading provider of full-service marketing and business solutions for automotive repair professionals nationwide, has selected the Marchex Digital Platform Group to provide call tracking and analytics for its suite of products and business solutions used by tens of thousands of automotive dealerships and aftermarket service providers across the United States.

"Marchex call tracking solutions provided the scalability, ease of implementation and robust call analytics that we were looking for to further enhance our Customer Retention Marketing (CRM) solutions," said Chris Arden, Product Manager at Mitchell 1. "Our mission is to provide our customers with the best marketing solutions available, and the addition of Marchex's call tracking and analytics enables them to track the source of their cross-media leads, measure their return on investment and maximize their marketing dollars."

Mitchell 1 will integrate Marchex's private label call tracking and robust call analytics into its Customer Retention Marketing products to enable dealerships and independent repair centers nationwide to measure the effectiveness and return on investment (ROI) from their online and offline marketing programs, including search engine marketing, billboards, radio and print advertising.

"Performance-based advertising, particularly in this economic climate, is a key priority for marketers from every kind of vertical," said Ari Jacoby, President of Voice Services, Marchex Digital Platform Group. "Mitchell 1 is a leader and innovator in the automotive market and we are excited to add our call tracking and analytics to their innovative solutions and enable their tens of thousands of auto dealers and services providers across the country to measure the efficacy and ROI of their marketing campaigns."

For more information about the Marchex Digital Platform Group, which provides local marketing solutions to national companies with local offices, storefronts or sales forces, visit www.marchex.com.

About Marchex

Marchex, Inc. (www.marchex.com) is a local search and 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.

About Mitchell 1

Headquartered in Poway, California, Mitchell 1 has provided quality repair information solutions to the automotive industry for nearly 90 years. The Mitchell 1 family of products includes a complete line of integrated software tools designed to improve repair shop productivity. Mitchell 1's OnDemand5 and Manager products now serve as the industry standard for innovative repair, estimating and management software. The new Mitchell 1 Mitchell Business Performance Services gives shop owners automated marketing solutions to improve bottom line profits. Mitchell 1 is a recipient of the ASE Blue Seal of Excellence award. For more information on Mitchell 1 products and services, automotive professionals can log onto the company's Web site at www.mitchell1.com.

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 October 8, 2008, and Marchex undertakes no duty to update the information provided herein.

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