



## **Marchex Expands Digital Call Advertising To Hundreds Of Local Properties Through Deal With Citygrid Media**

September 7, 2011

**CityGrid Media's leading local ad and content network, CityGrid® using Marchex to connect millions of consumers to advertisers through phone calls**

SEATTLE, WA – September 7, 2011 – Today, Marchex, Inc. (NASDAQ: MCHX) announced continued momentum for its digital call advertising opportunity through a partnership with CityGrid®, a leading local content network that connects web and mobile publishers with local advertisers. This agreement will increase the breadth of Marchex's Digital Call Marketplace through CityGrid's extensive network of local web and mobile publishers, including Citysearch, Urbanspoon, Insider Pages and hundreds of other leading web and mobile properties.

CityGrid Media will place Marchex's national and local advertisers in relevant call advertising placements across its CityGrid® advertising network – to connect them to consumers through phone calls when these consumers are looking for relevant products or services. Through Marchex's technology platform, advertisers pay for these live customer connections on a performance pricing model, Pay For Call (PFC), and then utilize call analytics to better understand the value of these calls.

"We're excited to partner with Marchex and believe there is a great opportunity to create live connections between our local consumers and Marchex's advertisers," said Rob Angle, SVP at CityGrid Media. "Marchex's digital call advertiser base is a great fit for our network and we believe we can show them a lot of value from our network of local publishing partners."

"We see strong momentum for digital call advertising, among both national and local businesses, and are focused on partnering with mobile and web traffic leaders to continue to increase the breadth of our digital call marketplace," said Pete Christothoulou, COO at Marchex. "CityGrid® is one of the most valuable and recognized local content networks and represents the type of partner we look for to help us drive live connections, new customers and more sales for our advertisers."

Marchex has created a technology platform that creates, manages and optimizes digital call advertising campaigns to drive quality inbound phone calls from consumers to businesses. The platform includes many components, such as Pay For Call (PFC), mobile voice search and call analytics technologies.

The Marchex Digital Call Marketplace creates opportunities for live connections between advertisers and potential customers by targeting call-ready consumers through all digital media channels, including mobile, online and VOIP. Advertisers pay for these live connections on a performance basis, Pay For Call (PFC). The Marchex Digital Call Marketplace includes hundreds of thousands of advertisers seeking to drive quality inbound phone calls to their businesses from more than one hundred call media publishers spanning a broad range of media channels.

CityGrid Media is an online media company that connects web and mobile publishers with local businesses by linking them through CityGrid®, its local content and advertising network. CityGrid Media owns and operates leading local consumer properties including Citysearch, Insider Pages and Urbanspoon.

CityGrid Media is an operating business of IAC (NASDAQ: IACI).

### **About Marchex:**

Marchex's mission is to unlock local commerce globally by helping advertisers reach customers through the phone when they are ready to buy.

Our performance-based call advertising products, Marchex Call Connect and Marchex Call Analytics, are reinventing how businesses acquire and upsell new customers through phone calls. Our award-winning Small Business Solutions products empower businesses to efficiently monitor their online presence, communicate with their customers, and acquire new ones. Every day, our products support hundreds of thousands of advertisers and partners, ranging from global enterprises to local businesses.

For more information about Marchex (NASDAQ: MCHX), please visit [www.marchex.com](http://www.marchex.com).

### **For further information, contact:**

#### **Marchex**

Trevor Caldwell  
Marchex Investor Relations  
Telephone: 206-331-3600

#### **CityGrid Media**

Debbie Fink  
Telephone: 310-360-4685  
Email: [debbie.fink@citygridmedia.com](mailto:debbie.fink@citygridmedia.com)

Email: [ir@marchex.com](mailto:ir@marchex.com)

**Or**

**MEDIA INQUIRIES**

Jim Cullinan

Telephone: 206-331-3523

Email: [jcullinan@marchex.com](mailto:jcullinan@marchex.com)