



Entravision & Marchex Announce Further Expansion of EntraLeads Product for National and Local Advertisers

June 5, 2013

The Leads Generation Platform Targeting Latinos to be Available in More Than 20 Markets by Year-End

SEATTLE & SANTA MONICA, Calif.--(BUSINESS WIRE)--Jun. 5, 2013-- [Entravision Communications Corporation](#) (NYSE: EVC), a diversified Spanish-language media company with a unique portfolio spanning television, radio, online and digital assets, today announced the continued expansion of its [EntraLeads](#) product – a mobile and online leads generation program focused on serving advertisers targeting the Latino community. The product was developed through a partnership with [Marchex, Inc.](#) (NASDAQ: MCHX), a leader in mobile performance advertising, and is designed to complement Entravision's suite of existing digital and traditional advertising solutions.

While Latinos in the U.S. lead the country in adoption and use of mobile technology, the market is particularly underserved by advertisers online and in mobile. As a result, advertisers now understand that they need to supplement their traditional television and radio advertisements with direct outreach to Latino consumers via their mobile devices.

[EntraLeads](#) is a mobile and online leads generation program that delivers new customer phone calls and other high-quality lead forms to the national and local advertising community. It identifies key details of customer interactions, measures the outcomes and provides access to this information online and via email. This crucial analytics data helps advertisers maximize their advertising and measure the effectiveness of their campaigns.

"Our diversified media platform reaches millions of Latino consumers in the fastest-growing and most densely-populated Latino markets in the country," said Walter F. Ulloa, Entravision Chairman and Chief Executive Officer. "Both local and national advertisers recognize the need to connect with our rapidly-growing audience. Latinos are significant consumers of mobile technology and are becoming an increasingly influential contributor to our nation's economy. By broadening our partnership with Marchex to include additional markets, we will strengthen our ability to serve our advertising clients, while better monetizing our mix of online, digital, radio and television broadcasting assets."

[EntraLeads](#) began bridging this digital disconnect in September 2012 with an initial launch in four markets: Los Angeles and San Diego, CA, and El Paso and McAllen, TX. So far in 2013, [EntraLeads](#) has launched in 15 additional markets including Washington D.C.; Phoenix, AZ; Tampa and Orlando, FL; Denver, CO; and Las Vegas, NV.

The program now has several hundred local small and mid-sized clients and saw a 75% increase in revenue in the first quarter of 2013 from the last quarter of 2012. By the end of the year, Entravision plans on offering [EntraLeads](#) in at least four additional markets, bringing the total markets served to over 20.

"Consumer behavior is rapidly expanding to include consumption of both traditional and digital media in their daily lives, and businesses have to adapt quickly," said Brooks McMahon, Senior Vice President of Local at Marchex. "We're partnering with Entravision to broaden the tools and expertise they provide their clients and successfully help Latino advertisers enter the mobile and online marketing landscape and grow their business."

ABOUT MARCHEX, INC.

Marchex, Inc. delivers customer calls to businesses and analyzes those calls so companies can get the most out of their mobile advertising.

Marchex supports its customers through a unique technology platform that has three primary components: (1) Call Analytics, which powers all of our advertising solutions, and allows partners to leverage data and insights that accurately measure the performance of mobile, online and offline call advertising; (2) Digital Call Marketplace, which annually connects millions of consumer calls to our advertisers from a range of mobile and online sources on a Pay For Call basis; and (3) Local Leads, a white-labeled, full service digital advertising solution for small business resellers that drives quality phone calls and other leads to their small business advertisers.

Marchex is based in Seattle. To learn more, please visit www.marchex.com.

About Entravision Communications Corporation:

Entravision Communications Corporation is a diversified Spanish-language media company utilizing a combination of television, radio and digital operations to reach Latino consumers across the United States, as well as the border markets of Mexico. Entravision is the largest affiliate group of both the top-ranked Univision television network and Univision's UniMas network, with television stations in 19 of the nation's top 50 Latino markets. The company also operates one of the nation's largest groups of primarily Spanish-language radio stations, consisting of 49 owned and operated radio stations. Additionally, Entravision has a variety of cross-platform digital content and sales offerings designed to capitalize on the company's leadership position within the Latino broadcasting community. Entravision shares of Class A Common Stock are traded on The New York Stock Exchange under the symbol: EVC.

Source: Marchex, Inc.

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