



## **Marchex Reputation Management Honored as Finalist in 2010 American Business Awards**

May 18, 2010

**SEATTLE - May 18, 2010**

Marchex, Inc. (NASDAQ: MCHX), a call advertising and small business marketing company, today announced that Marchex Reputation Management - a simple-to-use, online marketing product designed for small- to medium-size businesses (SMBs) looking to leverage customer insight to grow their business - was named a finalist in the "New Product or Service of the Year" category of the 2010 American Business Awards, the nation's premier business awards program.

More than 2,700 entries from organizations of all sizes and in virtually every industry were submitted for consideration in more than 40 categories, and finalists were chosen by business professionals nationwide during preliminary judging in April and May.

"Posting user-generated content online today is easier than ever - within seconds, customers can post reviews, comments and gripes directly from their mobile applications to any number of sites. And a bad review can be crushing to a small business," said Matthew Berk, Executive Vice President of Product Engineering at Marchex. "Marchex Reputation Management enables those businesses to leverage customer feedback online to gain better insight into their business and make informed business decisions. This recognition speaks to the need of a solution like ours in the market."

Members of the Awards' Board of Distinguished Judges & Advisors and specialized final judging committees will select Stevie Award winners from among finalists in final judging that will continue through May 28.

The Marchex Reputation Management product is an extension of the award-winning Marchex Small Business Marketing set of products, which supports hundreds of thousands of marketing campaigns for local advertisers. Covering more than 8,000 sources and currently containing nearly a half billion pieces of meta-data, Marchex Reputation Management monitors and reports on a specific business' online footprint, including its user reviews and news, blog and social media mentions. In addition, Marchex Reputation Management ensures the accuracy of information in existing online business listings found on general search sites, local search sites and directories, such as consistent business name, address and phone numbers, as well as making recommendations as to where to add new listings for more coverage. More information about Marchex Reputation Management is available at: <http://www.marchex.com/repmanagement/>.

This year's Stevie Award winners will be announced during the annual gala on Monday, June 21 at the Marriott Marquis Hotel in New York City. More than 600 executives from across the United States are expected to attend. The event will benefit Oceana ([oceana.org](http://oceana.org)), the largest international organization focused on ocean conservation. The ceremonies will be broadcast on radio nationwide by the Business TalkRadio Network.

Details about The American Business Awards, as well as a list of finalists in all categories, are available at [www.stevieawards.com/aba](http://www.stevieawards.com/aba).

### **About The Stevie Awards:**

Stevie Awards are conferred in four programs: The American Business Awards, The International Business Awards, the Stevie Awards for Women in Business, and the Stevie Awards for Sales & Customer Service. Honoring organizations of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Learn more about The Stevie Awards at [www.stevieawards.com](http://www.stevieawards.com).

Sponsors and partners of The 2010 American Business Awards include Infogroup, Netezza, CIGNA, Citrix Online, Epic Advertising, High Performance Technologies Inc., imagistic, John Hancock, LifeLock, Lionbridge, PetRays, RCN, and SoftPro.

### **About Marchex**

Marchex's mission is to unlock local commerce globally by helping advertisers reach customers wherever they may be - in mobile, offline and online channels, including on our own local and category Web sites.

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

For more information about Marchex, please visit [www.marchex.com](http://www.marchex.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 May 18, 2010 and Marchex undertakes no duty to update the information provided herein.

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