



Marchex Builds On Small Business Marketing Leadership through Multi-year Relationship with Dow Jones Local Media Group to Sell Reputation Management Product; Adds Four New Content Sources

June 9, 2010

SEATTLE - June 9, 2010

Marchex, Inc. (NASDAQ: MCHX), a call advertising and small business marketing company, today announced that it has entered into a relationship with Dow Jones Local Media Group, a Dow Jones company focused on publishing information for local communities. The relationship involves two key elements:

(1) Marchex will provide Dow Jones Local Media Group with a private-labeled version of the Marchex Reputation Management product, which it will sell to its small business customers on a monthly subscription basis and/or bundled with other Dow Jones Local Media Group product offerings; and

(2) Marchex will continue to receive unique content and information from Dow Jones Local Media Group as well as from other new content partners, including CitySquares, Joy of Spa and Measured Up, for inclusion in Marchex Reputation Management, which will benefit users by broadening the local business listing meta-data footprint of the product to nearly half-a-billion items (e.g., user reviews, listings, mentions on blogs and social media).

"Reputation management is a critical tool to help small businesses be more efficient and competitive in business. We strive to offer our advertisers the most cutting-edge and effective solutions for their needs, and as the market leader, Marchex Reputation Management fits that bill," said Patrick Mullen, product manager for interactive marketing services at Dow Jones Local Media Group. "Companies must be able to ensure the information about them in the digital world is accurate. And they need a product that provides them with an intelligent, dynamic feedback loop so they can be up-to-date regarding customer feedback from reviews, blog mentions and across social media."

As user-generated reviews continue to become more prevalent with consumers, local businesses are seeking ways to leverage this opportunity to ensure their online reputations are both preserved and enhanced. Marchex's Reputation Management product enables small businesses to easily understand, manage and improve their online reputation, allowing them to expand product offerings, build loyalty with customers and generate more revenue.

Reputation Management Market:

According to a new BIA/Kelsey local advertising forecast, the E-mail, Reputation and Presence Management (ERPM) category is expected to grow from \$460 million in 2008 to \$3.1 billion in 2013. Additionally, the number of SMBs using ERPM will increase from approximately 500,000 to nearly 4 million during the forecast period.

Marchex Reputation Management Product:

Marchex Reputation Management is the first major extension of Marchex's small business marketing products, expanding the Marchex footprint beyond full-service search engine marketing to include comprehensive sentiment analytics.

Marchex Reputation Management was built using proprietary local search technology. Covering more than 8,000 sources and containing nearly half-a-billion pieces of local business listings meta-data, the product monitors and reports on a specific business' online footprint, including its user reviews and news, blog and social media mentions and activities, providing small businesses with an unparalleled information advantage and a 360-degree view of customer sentiment and industry trends. Key product features include:

- Alerts: E-mail alerts allow business customers to be notified when online information about their company—or competition—is added or changed.
- Broadcast: Business customers can share positive news and reviews with customers and employees through a variety of sources, including email, Digg, Facebook and Twitter.
- Competitive Marketing Analysis: Business customers can compare themselves to other local businesses in a variety of ways while including different measures, applying graphs and easy-to-grasp visuals.
- Reviews and Mentions: Information is provided on positive and negative sentiment from customer reviews, as well as intelligence on sentiment trends.
- Search Keyword Identification: Top terms and phrases from consumer reviews are identified to differentiate the business.

"For a small business, time is at a huge premium. This reputation management product provides an easy, quick way to find out what people are saying about my company without having to click through to a dozen or more different sites," said Craig Abplanalp, vice president of Seattle-based custom home theater and audio firm, Definitive Audio. "There's one dashboard, so you don't have to do a lot of work to find out the good, the bad and the ugly, and in turn to decide what to do about it from a business perspective."

"Understanding the digital footprint and customer sentiment is a critical component of local advertising that businesses cannot afford to ignore," said Brooks McMahon, senior vice president of small business marketing products at Marchex. "Our Reputation Management product gives businesses the opportunity to efficiently monitor these elements and the intelligence to help them prioritize customer-focused activities and marketing efforts to grow their business."

Availability:

Marchex Reputation Management is now available to local businesses through Dow Jones Local Media Group, a Marchex partner.

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 websites.

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.

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 and other financial guidance, 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 June 9, 2010 and Marchex undertakes no duty to update the information provided herein.

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