Marchex Help Businesses Block Telemarketing Calls With New Call Analytics Product Feature

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New patent-pending technology helps businesses save time and money by eliminating unwanted calls from telemarketers and auto-dialers

SEATTLE – July 27th, 2010 – Marchex, Inc. (NASDAQ: MCHX), a call advertising and small business marketing company, today announced the availability of Clean Call for Marchex Call Analytics, which blocks unwanted telemarketer calls, enabling advertisers to keep business lines open for actual customers. Clean Call is now a standard feature available with all Marchex Call Analytics call tracking numbers.

Marchex Call Analytics featuring Clean Call blocked 99.4%* of unwanted calls from known telemarketers in the first month of a customer trial. The product uses a proprietary system to accurately identify and subsequently block annoying telemarketing calls to advertisers' tracking phone numbers.

"The influx of telemarketer calls today is not only annoying, it's a waste of time and money for businesses that advertise specific numbers on the Web and who pay for each call received through that number," said Sergio Alvarez, COO, AI Media Group. "And beyond the financial impact, these unwanted calls prevent businesses from providing superior customer service as well. The addition of the Clean Call feature to the Marchex Call Analytics solution is already having a significant positive impact on our business."

Since the federal government initiated the National Do Not Call Registry in 2003, telemarketing companies have been denied the privilege of bulk-calling more than 150 million listed consumer phone numbers. In recent years, those telemarketers shifted their focus on calling business lines, which are not eligible for the Do Not Call list.

"As companies have increasingly promoted their phone numbers in online and mobile channels, telemarketing firms have developed new ways to sweep the Web for potential targets," said Leigh McMillan, Senior Vice President and General Manager of Marchex Call Analytics. "Marchex Clean Call is proven to stop these telemarketer calls, which take valuable time away from businesses and cloud the data used to determine the true return-on-investment from call-generating advertising campaigns."

Marchex, through its Call Analytics product, strives to help businesses achieve the highest ROI for their advertising dollars. Today, that means driving customer calls instead of waiting for consumers to passively click on an ad. Using special call-tracking phone numbers and collecting accurate metrics help Marchex's advertisers identify which ads are working and subsequently calculate how much business a particular promotion is generating. Marchex Clean Call gives one more dimension to that analysis—with the added value of reducing unwanted callers.

For more information about Marchex Call Analytics, visit www.marchex.com/callanalytics or call 1.800.914.7872.

*Data from internal Marchex logs

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, the Marchex Pay-For-Call Exchange 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 (NASDAQ: MCHX), 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, 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 July 27th, 2010 and Marchex undertakes no duty to update the information provided herein.

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