



## **Marchex to Present Small Business Marketing Strategies for Social Media at the Monitoring Social Media 2010 Conference**

October 20, 2010

**Seattle – October 20, 2010** – Marchex, Inc. (NASDAQ: MCHX) today announced that Matt Greff, senior product manager for [Marchex Small Business Marketing](#) products, will be presenting strategies for small businesses to take full advantage of the marketing opportunities afforded by social media and presence management.

In a session titled "The Listening SMB: How Small Business is Re-claiming the Web", to be held on Thursday, October 21st, at The Box in San Francisco, Matt will explain how small businesses can shift the balance of power at a time when local consumers are increasingly empowered through multiple ratings and review sites, location-based and other social media applications.

In his presentation, Matt will demonstrate how small businesses can benefit from addressing three primary needs:

- Online presence management
- Relationship management
- Effective lead generation

More information on this session, and how to register for the Monitoring Social Media conference and Social Media Bootcamp can be found [here](#). More information about Marchex Small Business Marketing products can be found [here](#).

### **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](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 October 20th, 2010 and Marchex undertakes no duty to update the information provided herein.

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