



Marchex White Paper Focuses on the Changing Nature of Digital Marketing Tools for Small Businesses

December 9, 2010

Seattle – December 9th 2010 – Marchex, Inc. (NASDAQ: MCHX) today announced the availability of a new white paper focusing on digital marketing for small businesses, "Three Things Small Businesses Really Need."

The white paper discusses the challenges and opportunities presented to small businesses in light of the rapid changes in the way consumers are interacting with information online, and how these changes are forcing small business to re-think their approach to marketing.

The paper goes on to reveal the key elements of the small business marketing product set of the future, with a specific focus on:

1. Lead Generation, and the significance of phone calls in the small business marketers' toolkit.
2. Online Presence Management. How small businesses gain an information advantage through careful management of their online footprint.
3. Relationship Management, and the role technology is playing in enabling small businesses to open up new dialogue with their customers.

"There has been an explosion of ubiquitously accessible information and content about local businesses in recent years which has put small businesses on the defensive," explains Matthew Berk, Executive Vice President of Product Engineering for Marchex. "The winning small business marketing solution of the future needs to address this phenomenon, while delivering the lifeblood of new leads, especially in the form of phone calls, in simple and concise products that the small business owner can easily understand and use."

The "Three Things Small Businesses Really Need: Redefining The Digital Marketing Product Set" white paper is available to view and download [here](#).

Marchex's [Small Business Marketing products](#) help partners such as AT&T Interactive, NBC Local and Yellow Pages Group of Canada support tens of thousands of local advertisers every day. For more information please visit www.marchex.com/smallbusiness.

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 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 December 9th, 2010 and Marchex undertakes no duty to update the information provided herein.

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