



## **Marchex Adds Leading Agencies and Advertisers, Including Avenue A | Razorfish, Reprise Media, Carnival Cruise Lines and Cox Auto Trader Publishing**

September 18, 2007

Marchex, Inc. (NASDAQ: MCHX, MCHXP), a local online advertising company and leading publisher of local content, today announced that it has added several leading advertising agencies, as well as national and locally focused advertisers to its pay-per-click network advertiser base, including Avenue A | Razorfish, Reprise Media, Carnival Cruise Lines, Cox Auto Trader Publishing, FXCM Forex Capital Markets LLC, Roto-Rooter and Reunion.com, among others. All have embraced the improvements Marchex has made to its pay-per-click network, Enhance Interactive, over the past year to increase the volume of high quality traffic, including the volume of local traffic.

"We recommend Marchex's Enhance network to our clients," said Matt Greitzer, vice president of search marketing at Avenue A | Razorfish. "The focus Marchex has put on traffic quality is paying off as we are seeing very good conversion rates and a significant return on investment from our campaigns with Marchex."

"The combination of improved traffic and the ability to customize the distribution of our ads has made Marchex's Enhance Interactive an important part of our search marketing offering for both direct marketing and brand-oriented clients," said John Chan, director of media at Reprise Media.

As a result of improvements Marchex has made to its pay-per-click network during 2007:

- Average monthly spend for Marchex's top 10 national advertisers has increased by more than 55%;
- Total number of keywords in Marchex advertisers' accounts has more than doubled as advertisers have expanded their campaigns to drive more traffic from Marchex to their Web sites;
- The number of locally targeted accounts has also more than doubled, reflecting the increased volume of targeted local inventory and the performance it has delivered;
- Average revenue-per-click (RPC) has increased by 40% in certain categories and by more than 30% overall, due to the increased quality and performance of Marchex's network, as well as the increased rates that locally focused campaigns command due to their inherent targeting.

Improvements Marchex has made to its pay-per-click network include:

- Adding traffic to the network from Marchex's owned and operated local Web sites;
- Adding new local and premium search distribution from partners, including Yahoo!;
- Continuing to implement higher traffic quality standards for distribution partners;
- Providing conversion tracking and improved reporting capabilities and campaign management tools to advertisers.

"Marchex is a core search buy for us. The conversion rate and overall performance we are seeing on Enhance Interactive has improved significantly and we've substantially increased our buy with Marchex as a result," said Dani Nabors, SEM manager at Reunion.com, a frequent member of ClickZ's monthly list of the top 50 online advertisers in terms of media spend.

"The interest and support from large, branded advertisers and top agencies like Avenue A | Razorfish and Reprise Media is validation of our ongoing efforts to provide additional top- quality distribution and local traffic for advertisers in our network," said Scott Greenberg, Marchex senior vice president of advertising services. "In addition to continuing to deliver great return for our advertisers, our mission increasingly is to provide a high volume of local traffic and targeting that will enable them to most effectively capitalize on the massive opportunity in local search, which is growing at nearly twice the rate of search overall."

For more information on Marchex's pay-per-click network visit Enhance Interactive at [www.enhance.com](http://www.enhance.com).

### **ABOUT MARCHEX, INC.**

Marchex ([www.marchex.com](http://www.marchex.com)) is a local online advertising company and leading publisher of local content. Marchex's innovative advertising platform delivers search- and call-based marketing products and services for local and national advertisers. Marchex's local content network, one of the largest online, helps consumers make better, more informed local decisions through its network of content-rich Web sites that reach tens of millions of unique visitors each month.

### **SAFE HARBOR STATEMENT**

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, 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. We disclaim any intention or obligation to update any forward-looking statements.

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