



Marchex Announces Product Shopping Search Agreement with Shopzilla

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Marchex, Inc. (NASDAQ: MCHX, MCHXP), today announced a product shopping search agreement, through its TrafficLeader subsidiary, with Shopzilla (www.shopzilla.com), one of the Web's leading shopping search engines, boasting more than 30 million products and 50,000 stores. In addition to its own site, Shopzilla powers shopping search for many of the Web's largest consumer sites, including AOL, Lycos, Time Warner's RoadRunner, and many other consumer portals.

Under the agreement, TrafficLeader's merchant advertisers will have their products and services delivered in search results through Shopzilla, as well as Shopzilla's shopping partners, based on the relevance of the merchants' offerings to users' search queries, using managed search feeds provided by TrafficLeader. TrafficLeader will also deliver images relevant to the merchants' products and services within the search results.

This agreement further extends Marchex's strategy to build out a specific product shopping distribution channel for its merchant advertisers. Combined with its previously announced relationships with the other major shopping search engines such as Yahoo! Shopping (<http://shopping.yahoo.com>) and Froogle (<http://froogle.google.com>), Marchex now has agreements in place with what are widely recognized as the Internet's leading product shopping providers.

"We are very pleased to add Shopzilla to our product shopping distribution channel, along with the major consumer shopping sites Shopzilla powers," said Peter Christothoulou, Marchex Chief Strategy Officer. "This is another important step in enabling our merchant advertisers to deliver their product information to the broadest potential base of relevant customers possible."

"Our mission is to enable shoppers to quickly and easily find, compare and buy anything sold by anyone, anywhere, at the right price. Therefore TrafficLeader's expertise in creating high-quality data feeds from merchant advertisers will help to ensure that our consumers have a great shopping experience," said David Weinrot, Shopzilla's VP of direct marketing.

About Shopzilla, Inc.

Shopzilla, formerly BizRate.com, is the most powerful and easiest-to-use shopping search site on the Web. With an index of over 30 million products from more than 50,000 stores, Shopzilla uses ShopRank, a proprietary patent-pending algorithm, to help shoppers instantly find virtually anything on sale from anyone, anywhere on the Web at the best price. Shopzilla also features powerful comparison tools and BizRate consumer reviews of stores and products, the Web's largest and most trusted consumer feedback network. Every week Shopzilla prepares millions of shoppers to make smarter, more confident purchases and send them directly to the checkout page of thousands of online merchants. Shopzilla, Inc. also operates the BizRate consumer feedback network and powers shopping search for many of the Web's largest consumer sites including AOL, Lycos, Time Warner's RoadRunner and many others. Founded in 1996, the Los Angeles-based company is profitable and privately held. For more information, visit www.shopzilla.com, the smarter way to shop.

About TrafficLeader

TrafficLeader (www.trafficleader.com) is a leading provider of search engine marketing services, including feed management, bid management, natural search engine optimization, and local search marketing applications: all supported by the company's conversion tracking and analysis. Through its trusted relationships with major Web search, product shopping and directory entities, TrafficLeader brings its clients highly targeted traffic and sales opportunities, while delivering relevant search results for users seeking specific products or services.

About Marchex, Inc.

Marchex (www.marchex.com) helps merchants sell products and services through multiple online channels. The company connects merchants with consumers who are searching for information, products and services on the Internet. Marchex's platform of integrated performance-based advertising and search marketing services enables merchants to more efficiently market and sell their products and services across multiple online distribution channels, including search engines, product shopping engines, directories and selected Web properties.

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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