



## Marchex and BIA/The Kelsey Group to Host Webinar on The Power of Call Tracking and Analytics

October 18, 2009

Marchex, Inc. (NASDAQ: MCHX), a leading local search and performance advertising company, today announced that Leigh McMillan, Senior Vice President and General Manager of Marchex Voicestar, and Neal Polachek, CEO of The Kelsey Group, will present a free webinar entitled, "Maximizing Conversions: The Power of Call Tracking and Analytics," through Search Marketing Now on Thurs., Oct. 22, at 1:00 p.m. EDT.

The webinar will include an introduction to the best practices of call tracking and analytics, industry data, and case studies of marketers who have successfully implemented call tracking to boost their sales and marketing ROI. Webinar attendees will learn:

- The Basics of Call Tracking: What it is and how it works
- Implementation: How to set-up a call tracking campaign for your business
- The latest trends from offline and online tracking

For webinar details and registration, visit:

<http://w.on24.com/r.htm?e=166395&s=1&k=BEA5708D291B840BFF6EC89D2972F1AE&partnerref-MCHX>.

### About Marchex

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

### 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 Oct. 19, 2009 and Marchex undertakes no duty to update the information provided herein.

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