



## Marchex and Idearc Media Announce Local Advertising Agreement

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Marchex, Inc. (NASDAQ: MCHX, MCHXP), a local online advertising company and leading publisher of local content, and Idearc Media Corp., home to Superpages.com® and publisher of the Verizon® Yellow Pages, today announced a local advertising distribution agreement under which Idearc Media will place its Superpages.com® performance-based advertisers on Marchex's network of Web sites through Enhance Interactive, Marchex's advertising network.

"Marchex's local network is an excellent source of targeted traffic and broad geographic coverage for Superpages.com's local advertisers," said Eric Chandler, President - Internet for Idearc Media. "We are excited to be partnering with a local leader like Marchex to expand our local distribution."

"Marchex is dedicated to providing the products and services that enable leading sales channels, like Idearc Media, to deliver best-of-breed local online advertising solutions to their advertisers," said Scott Greenberg, Marchex Senior Vice President, Advertising Services. "The addition of Superpages.com's large base of local advertisers to Enhance Interactive and our local network is another step forward in our mission to be the leading provider of local advertising products, services and traffic for local aggregators."

Marchex's local network attracts more than 25 million unique monthly users<sup>1</sup> who rely on the company's more than 150,000 local Web sites to get relevant and refine-able information about local businesses nationwide. Enhance Interactive provides additional distribution across local Web sites, online publishers, and leading search engines.

### **About Idearc, Inc.**

[Idearc Inc.](#) (NYSE:IAR) connects buyers and sellers with its multi-platform of advertising solutions including [Verizon® Yellow Pages](#), Verizon® White Pages, smaller-sized portable [Verizon® Yellow Pages Companion Directories](#), [Superpages.com®](#), [Superpages Mobile](#)<sup>SM</sup>, [Solutions At Hand](#)<sup>TM</sup> magazine, [Solutions at Home](#)<sup>TM</sup> magazine, and [Solutions on the Move](#)<sup>TM</sup> and [Solutions Direct](#)<sup>TM</sup> direct mail packages. Idearc provides sales, publishing and other related services for more than 1,200 distinct directory titles in 35 states and the District of Columbia. Superpages.com, the expert in local search with more than 2.8 billion network searches and 18 million business listings in the United States in 2006, offers advertisers a variety of [online advertising](#) solutions. Superpages Mobile provides local search functionality for wireless subscribers. For more information, visit [www.idearc.com](http://www.idearc.com).

### **Idearc's Online News Center**

Idearc news releases, fact sheets, biographies, media contacts, high quality video and images, and other information are available at Idearc's News Center on the World Wide Web at [www.idearc.com/pressroom](http://www.idearc.com/pressroom).

### **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.

### **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.

<sup>1</sup>Unique visitor statistics are based on internal traffic logs, which calculate unique IP (Internet protocol) addresses on an unduplicated basis during a given month.

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