



Marchex Extends Local Strategy to Mobile Channel - Company to Provide Call-Based Advertising Services to AdMob and Other Leading Mobile Advertising Providers

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Marchex, Inc. (NASDAQ: MCHX, MCHXP), a local online advertising company and leading publisher of local content, today announced that it has extended its local advertising strategy to the mobile market, entering into agreements to provide call-based advertising services to three leading mobile advertising providers: AdMob, Ringleader Digital and 4INFO.

Marchex's VoiceStar subsidiary will deliver call tracking services to all three companies, enabling them to validate the effectiveness and return on investment of their mobile advertising networks and provide their advertisers with analytics to help them optimize their mobile advertising campaigns.

Marchex's call tracking enables mobile advertising providers to: (i) track the calls generated by advertisements on their network, (ii) determine exactly which advertisements delivered the calls, (iii) track and report key information including the duration, time of day and geographic location of callers, and (iv) record the calls. Marchex makes this information available to the mobile advertising provider through its comprehensive reporting interface.

In addition, Marchex will provide pay-per-phone-call services to AdMob, which will enable them to bill advertisers for the phone calls they deliver, which maximizes the value of their advertising inventory.

"Marchex is focused on partnerships with leading aggregators of local advertisers across all channels: online, offline, and mobile," said John Keister, Marchex President and COO. "We believe that the mobile advertising opportunity is significant and is poised to realize tremendous growth over the next five years. Our call tracking and pay-per-phone-call capabilities provide a significant advantage for Marchex in the mobile search advertising market."

"We are excited to bring new tools and technologies that will provide our advertising customers with results-focused advertising solutions," said Omar Hamoui, Founder and CEO AdMob. "By linking the browsing experience of the mobile web with the communications capabilities of mobile phones, AdMob continues to deliver a powerful new tool for advertisers. Marchex's call-based advertising services and suite of analytic tools enable us to better monetize our inventory and enable our advertisers to maximize the return on investment for their mobile advertising campaigns."

"It is intuitive for consumers to search for a merchant's phone number on their mobile device and call the merchant directly with just one click," said Ari Jacoby, President of Marchex's VoiceStar division. "It is getting easier for consumers to access a number for pizza delivery, car repair or whatever they need on their mobile device. As this occurs, pay-per-phone-call advertising and call tracking will play increasingly important roles in this mobile advertising ecosystem."

For more information on Marchex's call-based advertising services, visit www.voicestar.com or www.marchex.com.

About the Mobile Advertising Providers:

AdMob: The world's largest and highest quality mobile advertising marketplace, serving more than 2.5 billion mobile banner and text ads per month. AdMob offers both advertisers and publishers the ability to leverage targeted and personalized advertising for the mobile web across more than 160 countries. Sample AdMob customers include Ford, Coca Cola, Porsche, P&G, Adidas, Paramount Pictures, Reuters, MTV and many more. AdMob serves ads for over 4200 mobile web sites including AccuWeather, TVGuide, CBS, Weather Underground, Maxim and Peperony. www.admob.com

Ringleader Digital: The leading third-party mobile advertising network that extends the online advertising experience to mobile for publishers, carriers and advertising agencies. Delivering next-generation ad serving capabilities, Ringleader Digital is the first to target ads by device functionality while also providing reporting functions commonly used with digital advertising campaigns today. www.ringleaderdigital.com

4INFO: The largest SMS (text) publishing and advertising network, 4INFO delivers millions of messages to consumers monthly on subjects including search, sports, weather, stocks, and celebrity gossip. Businesses partner with 4INFO to reach audiences through ads on user-requested content or by delivering free ad-supported information and entertainment to consumers. www.4INFO.com

About Marchex, Inc.

Marchex (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.

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