



## Marchex Announces New Product Shopping Search Agreements

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Marchex, Inc. (NASDAQ: MCHX), a provider of technology-based merchant services that facilitate and drive growth in online transactions, today announced agreements with two of the Internet's leading product shopping services, through its TrafficLeader subsidiary, designed to provide expanded marketing and distribution opportunities for its merchant advertisers. The agreements are in addition to a series of similar arrangements Marchex announced with other participants in the online product shopping sector earlier this year.

Under separate shopping agreements with PriceGrabber ([www.pricegrabber.com](http://www.pricegrabber.com)), a leader in comparison shopping, and Google's shopping search engine, Froogle (<http://froogle.google.com>), TrafficLeader's merchant advertisers will have their products and services delivered in search results through each shopping partner, based on the relevance of their offerings to users' search queries, using managed search feeds provided by TrafficLeader. As part of the agreements, TrafficLeader will also deliver images relevant to the merchants' products and services within the search results.

These agreements further augment Marchex's strategy to build out a specific product shopping distribution channel for its merchant advertisers, in addition to the existing search feed management services that are delivered into broader search and directory services. Combined with relationships already in place with Yahoo! Shopping (<http://shopping.yahoo.com/>), Shopping.com ([www.shopping.com](http://www.shopping.com)), CNET's mySimon ([www.mysimon.com](http://www.mysimon.com)) and NexTag ([www.nextag.com](http://www.nextag.com)), Marchex now has agreements in place with what are widely recognized as six of the Internet's leading product shopping providers.

"We are very pleased to make these additions to our product shopping distribution channel, enabling our merchant advertisers to deliver their product information to a larger base of consumers," said Peter Christothoulou, Marchex Chief Strategy Officer. "At the same time, as we bring more merchants into this offering, it is increasingly compelling for shopping engines to work with us to gain access to more high-quality products."

### About TrafficLeader

TrafficLeader ([www.trafficleader.com](http://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](http://www.marchex.com)) provides technology-based merchant services that facilitate and drive growth in online transactions. Marchex connects merchants with consumers who are searching for information, products and services on the Internet. The company'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 filed with the SEC. We disclaim any intention or obligation to update any forward-looking statements.

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