



## TrafficLeader announces launch of TrafficLeader Express and agreement with Vista.com

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Marchex, Inc. (NASDAQ: MCHX), a provider of technology-based services to merchants engaged in online transactions, today announced the official launch of TrafficLeader Express, a private-label, search engine marketing solution that allows small and medium business aggregators of all types, including Yellow Page companies and agencies, to provide locally-targeted search engine marketing programs for small- and medium-sized businesses.

As part of the launch, TrafficLeader announced an agreement with Vista.com, a private label supplier of Internet business applications for small and medium business customers. Under the agreement, Vista.com will utilize TrafficLeader Express to fulfill search marketing programs for its small- and medium-sized business clients. This follows a similar agreement TrafficLeader announced with a major Yellow Pages provider in May.

TrafficLeader Express is an offering that can be customized for all partners and aggregators, like Vista.com, in that the partner can define the search engines from which their small and medium businesses will receive customer leads, and in turn, TrafficLeader Express fulfills the program accordingly. TrafficLeader Express can fulfill these programs using a combination of feed management and pay-per-click advertising. This approach empowers TrafficLeader's partners to create programs that best fit their small- and medium-sized business clients' needs.

TrafficLeader Express provides two flexible solutions for its partners:

1. A fully outsourced solution, in which TrafficLeader manages and fulfills campaigns, and also delivers reporting on behalf of its partners;
2. A partner-hosted solution that allows aggregators, such as Vista.com, agencies and Yellow Pages companies to easily manage campaigns internally and service their customers more directly.

"TrafficLeader Express enables aggregators like Vista.com to create a new revenue stream, improve customer retention, and build a competitive advantage by being able to offer their client merchants an easy way to drive more customers to their storefronts and Web sites," said Jerry Wiant, TrafficLeader CEO. "This product makes it easier than ever for aggregators of small- and medium-sized businesses to build upon their existing relationships by seamlessly providing their clients with the proven value of customizable, locally-targeted search engine marketing programs."

"Our collaboration with TrafficLeader fits in very well with our overall vision of making it possible for small- and medium-sized business to implement a powerful, fully-enabled ecommerce solution quickly, easily and cost effectively," said Jamie Bland, President of Vista.com Merchant Applications. "Generating new leads for our small- and medium-sized business owners is critical to their online success, and with a product like TrafficLeader Express, we can help our customers grow their business. The marketing and sales development elements of this equation are critical, and a product like TrafficLeader Express that can provide qualified, locally-target leads to our small- and medium-sized business customers is a very positive point of differentiation."

### About Vista.com:

Vista.com is a leading eBusiness infrastructure provider delivering integrated enterprise class applications to the Small-Medium Enterprise (SME) market. Vista.com's suite of small business software and professional design and support services help its customers manage and grow their businesses by allowing them to effectively promote their business, sell their products and service their customers. These solutions are sold as private label offerings through partnerships with companies that provide complementary products and services.

### 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.

### 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 on 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 the final prospectus relating to our initial public offering filed with the SEC. We disclaim any intention or obligation to update any forward-looking statements.

### Marchex Press:

Michelle Craig  
Nyhus Communications for Marchex  
Telephone: 206.323.3733  
Email: [michelle\(at\)nyhus.com](mailto:michelle(at)nyhus.com)

Marchex Investor Relations:  
Trevor Caldwell  
Telephone: 206.331.3600  
Email: [ir\(at\)marchex.com](mailto:ir(at)marchex.com)