



Marchex Announces Search and Shopping Agreements

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Marchex, Inc. (NASDAQ: MCHX), a provider of technology-based services to merchants engaged in online transactions, today announced agreements with two of the Internet's leading shopping services through its TrafficLeader subsidiary, designed to provide expanded marketing and distribution opportunities for its merchant advertisers. In addition, Marchex today announced a distribution and marketing agreement involving its Enhance Interactive subsidiary and one of the Internet's leading commercial search providers.

Under separate shopping agreements with Yahoo! Shopping (<http://shopping.yahoo.com/>), and Shopping.com (www.shopping.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 are part of Marchex's strategy to build out a specific 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 CNET's MySimon (www.mysimon.com) and NexTag (www.nextag.com), Marchex now has agreements in place with what are widely recognized as four of the Internet's leading shopping providers.

"These agreements provide shopping-specific distribution and marketing opportunities for our expanding base of merchant advertisers, through several of the Internet's most popular commerce destinations, while enhancing the shopping experience for our distribution partners' customers by providing more merchant and product choices for every relevant search," said Jerry Wiant, TrafficLeader CEO. "With the increased ecommerce shopping activity of the fourth quarter, we believe this is a very good time to broaden our base of shopping distribution partners."

Marchex also announced today that it has signed a distribution and marketing agreement with LookSmart, a leader in commercial search services. Under the agreement, Marchex's Enhance Interactive subsidiary will provide distribution and advertising opportunities for LookSmart's network of online merchant advertisers, through Enhance Interactive's distribution network of search engines and directories.

About Marchex, Inc.:

Marchex (www.marchex.com) provides technology-based services to merchants engaged in online transactions. Currently, the company delivers the following services in support of its partners: pay-per-click listings, search inclusion, paid inclusion, natural search engine optimization, local search marketing applications, and conversion tracking and analysis. Marchex's operating businesses include Enhance Interactive (<http://www.enhance.com/>) and TrafficLeader® (<http://www.trafficleader.com/>).

About TrafficLeader:

TrafficLeader (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 Enhance Interactive:

Enhance Interactive (www.enhance.com) is a leading provider of performance-based advertising and search-based marketing services, connecting thousands of merchants with millions of consumers via highly targeted pay-per-click advertising programs. These include pay-per-click listings, contextual advertising, and other offerings. Through the company's pay-per-click programs, merchant advertisers create keyword listings that describe their respective products or services, which are made visible to millions of consumers and businesses, primarily through search engine or directory results.

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)