



Marchex announces acquisition of TrafficLeader

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Marchex, Inc., a provider of technology-based services to merchants engaged in online transactions, today announced the acquisition of SiteWise Marketing, Inc., d.b.a. TrafficLeader®, (<http://www.trafficleader.com/>), a leading provider of search marketing services, specializing in paid inclusion, conversion-to-revenue tracking, and other search-based customer acquisition tools and services. Terms of the transaction, which takes effect immediately, were not disclosed.

TrafficLeader provides its services through a broad network of large-scale distribution partners, including several of the Internet's leading search providers. The company services an advertiser client base of large and medium sized organizations. TrafficLeader will continue to be based in Eugene, Oregon, as a wholly owned subsidiary of Marchex.

About TrafficLeader®:

TrafficLeader (<http://www.trafficleader.com/>) is a leading provider of search engine marketing services, including search inclusion, paid inclusion, 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) 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/>).

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