



## **Marchex Announces Contextual Advertising Agreements with Publisher of Robb Report and ITtoolbox**

December 18, 2006

**SEATTLE, WA and NEW YORK, NY - December 18, 2006** - Marchex, Inc. (NASDAQ: MCHX, MCHXP), in conjunction with its subsidiary IndustryBrains, today announced that it has signed separate contextual advertising agreements with CurtCo Media, a publisher serving ultra-luxury markets with a powerful network of leading lifestyle publications, as well as ITtoolbox, one of the Internet's leading communities focused on professional information technology and its applications.

Under the agreement with CurtCo, which takes effect immediately, Marchex is providing its contextual advertising solutions to selected online publications from CurtCo's base of premium lifestyle titles, including several Robb Report publications, along with Home Entertainment magazine and others. Under its pact with ITtoolbox, also effective immediately, Marchex is extending its solutions to highly targeted portions of ITtoolbox's online platform, including its information technology discussion communities, blogs, and other targeted Web sites.

Marchex's contextual advertising solutions enable advertisers to place their product or service listings directly on premium Web sites and/or on specific sections or pages of such sites, based on relevance. This approach allows brand-name publishers to directly benefit from the value of their respective online brands, content and site traffic. CurtCo Media and ITtoolbox add to Marchex's relationships with more than 100 vertically focused and brand-name online publishers, such as BusinessWeek Online, The Motley Fool, Forbes.com, and the Ziff Davis online properties; as well as a large base of premier advertisers.

"We chose Marchex because of its successful track record in the IT marketplace," said George Krautzel, president of ITtoolbox. "Marchex's solutions are flexible and scalable enough to easily deploy to the varied components of the ITtoolbox community, whether our blogs, groups, or targeted knowledge bases."

### **About CurtCo Media**

CurtCo Media serves the ultra-luxury markets with a powerful network of leading lifestyle publications, including the world's most acclaimed journal of connoisseurship, Robb Report, as well as Worth, The Robb Report Collection, Robb Report Home Entertainment, Robb Report Motorcycling, Robb Report Luxury Home, Robb Report Vacation Homes, ShowBoats International, San Diego Magazine, Gulfshore Life, Sarasota Magazine, Arts & Antiques and CurtCo's Digital TV.

### **About ITtoolbox**

ITtoolbox is an online community, enabling peers to share professional knowledge about information technology. Since 1998, ITtoolbox has helped professionals make IT decisions and stay current in the rapidly changing IT market through peer collaboration. The ITtoolbox platform incorporates a professional network, blogs, discussion groups and a wiki, facilitating targeted community interaction in which IT advertisers can participate through a proprietary contextual matching system. This combination of community and advertising value has made ITtoolbox a leading destination for professionals and a leader in online advertising, performing for more than 700 clients, including Microsoft, IBM, Oracle, Dell and HP.

([www.ITtoolbox.com](http://www.ITtoolbox.com))

### **About Marchex, Inc.**

Marchex ([www.marchex.com](http://www.marchex.com)) is a technology driven search and media company focused on vertical and local online traffic. Specifically, the company is focused on search marketing, local search, and direct navigation. Marchex's platform of integrated performance-based advertising and search marketing services enables merchants to efficiently market and sell their products and services across multiple online distribution channels, including search engines, product shopping engines, directories and selected Web sites.

### **About IndustryBrains**

IndustryBrains, a wholly owned subsidiary of Marchex, is a leader in monetizing vertical and brand-name Web sites through contextual advertising solutions. Since 2002, the company has built a platform of high-quality traffic by leveraging its proprietary technology to offer a site-specific approach to contextual advertising under a business model that combines bid-for-placement and relevancy. This approach has allowed IndustryBrains to create relationships with more than 100 vertically focused and brand-name online publishers, such as USATODAY.com, BusinessWeek Online, The Motley Fool, Forbes.com, and the Ziff Davis online properties; as well as a large base of premier advertisers. For more information, visit [www.industrybrains.com](http://www.industrybrains.com).

### **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, certain statements and expectations regarding the asset acquisition, 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. We disclaim any intention or obligation to update any forward-looking statements.

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