

## **Barrington Broadcasting Selects Marchex to Power Local Advertising Strategy and Services Award-winning Marchex Connect Platform Supports Local Online Advertising Initiatives for 23 TV Stations**

**SEATTLE, WA** - September 10, 2008 - Marchex Inc. (NASDAQ: MCHX, MCHXP), a local search and advertising company, today announced that it has partnered with Barrington Broadcasting Group LLC, one of the fastest growing media companies in the United States, to enable Barrington's 23 network-affiliated television stations to sell local online lead packages and Business Profile Pages to their advertising customers under their own brand.

The lead packages, which will be fulfilled by Marchex through online advertising campaigns on leading search, vertical and local Web sites, will be sold by Barrington's advertising sales reps in addition to its traditional broadcast media inventory. Barrington advertisers can also purchase custom, branded Business Profile Pages, created by Marchex, that increase their online lead generation opportunities and are optimized to drive click- and call-based local leads from both paid and organic search results. The Business Profile Pages also include call tracking, which enables the advertiser to measure calls to their business that are generated through online channels, and provides comprehensive analytics to measure results from their advertising campaigns (see a demo Business Profile Page [here](#)).

"Our advertisers run the gamut from small business owners to large advertisers, and through Marchex we are able to provide them all with custom, best-in-class, online advertising solutions that deliver targeted local leads," said David Buonfiglio, Senior Vice President of Barrington Interactive. "Marchex not only delivers the scalable platform and fast implementation we required, but also the strategic consulting and sales training to help us hit the ground running and maximize the revenue opportunity."

### **How it Works:**

Barrington's sales representatives will sell local online lead packages to their direct advertising customers under the product name BTV Search. Marchex will then leverage its award-winning local advertising platform, Marchex Connect, to create, target and manage the online advertising campaigns to fulfill the lead packages. Barrington advertisers can also purchase dedicated Business Profile Pages - either in addition to their existing Web site or in lieu of one.

The online lead packages will be fulfilled on a budget basis, meaning Marchex will manage each Barrington advertiser's budget across major search engines, including Google and Yahoo!, and vertical and local sources, including Marchex Adhere, which includes Marchex's local search network, OpenList®, and more than 200 premium vertical publishers including BusinessWeek Online, RealtyTrac and Banks.com.

Additionally, through its Digital Platform Group, Marchex is providing Barrington with strategic consulting on product packaging and pricing as well as comprehensive training for its sales representatives, giving them the expertise and tools needed to effectively sell online lead packages to local advertisers.

"We believe that in the next two to three years, we will see a large number of traditional offline and online media companies - including directory, cable, TV, radio and mobile companies, and online vertical publishers - begin to sell online lead packages to their local advertisers," said Chad Schott, Marchex Vice President of Business Development. "Local advertisers want to advertise online, but often don't have the expertise, time or resources needed to manage a diversified online marketing campaign. By packaging their online and offline advertising, Barrington is delivering a unique online advertising solution that provides tremendous value and drives qualified customers to their advertisers."

For more information on the [Marchex Digital Platform Group and Marchex Connect platform](#), visit [www.marchex.com](http://www.marchex.com).

## **About Barrington**

Barrington ([www.barringtontv.com](http://www.barringtontv.com)) was formed in 2003 to acquire and operate television stations in smaller markets across the United States. Barrington currently owns, operates, or supports the operations of twenty three network affiliated television stations. Barrington is owned and controlled by Pilot Group, with management as its partner. Pilot Group is a non-traditional private investment firm founded in 2003 by a group of operating executives who actively help its management partners achieve their goals.

## **About Marchex, Inc.**

Marchex ([www.marchex.com](http://www.marchex.com)) is a local search and advertising company. Marchex's innovative advertising platform delivers search- and call-based marketing products and services for local and national advertisers. Marchex's local search network, one of the largest online, helps consumers make better, more informed local decisions through its content-rich Web sites that reach tens of millions of unique visitors each month.

## **Forward Looking Statements**

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, acquisitions, 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. All of the information provided in this release is as of September 10, 2008 and Marchex undertakes no duty to update the information provided herein.

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