

Marchex Adhere Adds 23 New Premium Web Sites Marchex Adhere Gives Publishers Control over Revenue and Brand, and Advertisers Clarity on Placements

SEATTLE, WA - (October 29, 2008) - Marchex, Inc. (NASDAQ: MCHX), a local search and advertising company, today announced that its Marchex Adhere for Publishers has added 23 new premium Web sites, bringing its roster to more than 200 premium publishers using Marchex Adhere to more effectively monetize their Web sites. The new Web sites include [Inc.com](#), [UPI.com](#), [WirelessWeek.com](#), and [NationalReview.com](#). In addition, Marchex renewed its agreements with [The Motley Fool](#) and [The Globe and Mail](#), Canada's number one newspaper Web site.

Marchex Adhere for Publishers is a private label advertising platform that provides premium publishers with their own branded performance-based advertising marketplace. Unlike traditional ad networks, Marchex Adhere gives publishers greater control over their own inventory, which they can sell directly, have Marchex sell, or a combination where both parties deliver advertisers into the marketplace. In all cases, publishers can set the minimum price for their inventory, decide which advertisers appear on their sites, determine the look and feel of the advertising units, and be supported by their own reporting center.

"We've spoken with scores of publishers and they all tell us they want more control over advertisers, pricing, quality, and results," said Scott Greenberg, Senior Vice President of Advertising Services at Marchex. "With most outsourced advertising providers, the publisher is at the mercy of the ad network and as a result, almost any kind of ad can show up on their sites and their ability to maximize the value of their inventory is diminished, especially for a premium publisher who can typically command very high rates. Marchex Adhere is the 'anti-network' providing premium publishers the control they want over their inventory and advertiser relationships; and advertisers the ability to advertise on specific premium Web sites versus a blind network."

The Marchex Adhere platform serves the most relevant text ads to maximize each site's revenue while maintaining its editorial integrity using a ranking system based on relevance, performance, and price-per-click.

Marchex Adhere for Advertisers provides advertisers with the opportunity to target their advertisements to a specific Web site (i.e. [Fool.com](#)), a specific Web page within a site (i.e. [Fool.com/retirement](#)), or to a category (i.e. Finance). This gives advertisers a high level of transparency knowing where their ads will appear and the ability to measure their return on investment, in addition to direct access to top premium publishers in key verticals.

"We've had a successful track record employing the Marchex Adhere platform for our sites over the past several years," said Martha Connors, Vice President/Group GM, IDG. "Marchex Adhere for Publishers provides us with the control we need to maximize the value of our pay-per-click inventory across our category leading properties including CIO.com, Computerworld.com and Infoworld.com."

Marchex Adhere for Publishers includes more than 200 premium publishers, including leading business and finance sites such as BusinessWeek.com, Kiplinger.com, Bankrate.com and Investors.com; leading IT sites such as IDG's PCWorld.com and NetworkWorld.com or [Ziff Davis Enterprise's eWeek.com](http://ZiffDavisEnterprise'seWeek.com) and CIOInsight.com; and top real estate sites such as HomesandLand.com and RealtyTrac.com. In addition, Marchex recently added the following premium publishers to its roster:

[1105 Government Information Group](http://1105GovernmentInformationGroup.com) - The leading provider of integrated information and media for the government information technology market and publishes [Defense Systems](http://DefenseSystems.com), [Federal Computer Week](http://FederalComputerWeek.com), [Government Computer News](http://GovernmentComputerNews.com), [Government Health IT](http://GovernmentHealthIT.com), and [Washington Technology](http://WashingtonTechnology.com).

[Advantage Business Media](http://AdvantageBusinessMedia.com) - An integrated business media company with a diversified portfolio of highly focused print publications, including: ECNmag.com, [Scientific Computing](http://ScientificComputing.com), and [Wireless Week](http://WirelessWeek.com).

Inc.com - The Web site for Inc. magazine delivers advice, tools, and services to help business owners and CEOs start, run, and grow their businesses more successfully.

[National Review Online](http://NationalReviewOnline.com) - America's most influential Web site for Republican/conservative news, commentary and opinion.

[Nation's Restaurant News](http://Nation'sRestaurantNews.com) - NRN supplies more news than any other foodservice publication today and averages well over 2 million page views per month.

[PBP Media](http://PBPMedia.com) - The PBP Media network spans HR, Finance, Legal, Healthcare, Sales and Marketing and education with Web sites such as: HRMorning.com, HRBenefitsAlert.com, HRTechNews.com, HRRecruitingAlert.com, HRLegalNews.com and HRBlunders.com.

UPI.com - United Press International is a leading content provider of critical information to media outlets, businesses, governments and researchers worldwide and through UPI.com reaches more than 1.8 million unique visitors per month.

For more information about Marchex Adhere for Publishers, visit www.marchex.com/publishers.

About Marchex

Marchex, Inc. (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 October 29, 2008, and Marchex undertakes no duty to update the information provided herein.

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