



Marchex Expands Existing Customer Relationship with Commercial Deployment of AI Voice Agent

September 16, 2026

Successful Paid Pilot Conversion Further Highlights Cross-Sell Opportunity Across Marchex's Current Customer Base

SEATTLE, Sept. 16, 2026 (GLOBE NEWSWIRE) -- Marchex, Inc. (NASDAQ: MCHX) ("Marchex" or the "Company"), a vertically focused, AI-driven conversation analytics, customer acquisition and optimization company, today announced that an advertising and media customer has expanded its relationship with Marchex through the commercial deployment of the Company's conversational AI Voice Agent solution following a successful paid pilot program.

During the pilot, the AI Voice Agent qualified prospective customers when sales representatives were unavailable, improving call handling and helping the customer capture additional sales opportunities that might have been otherwise missed. The expanded relationship, which currently generates approximately \$400,000 in annualized revenue, is expected to generate incremental revenue in 2026 and more than \$200,000 in annualized incremental revenue in 2027.

"This expansion demonstrates the opportunity we have to deepen our existing customer relationships with new AI-powered solutions that address measurable business needs," said Russell Horowitz, Chairman of Marchex. "Our Voice Agent delivered qualified leads when sales representatives were unavailable, creating a clear path from analytics to action and, ultimately, to incremental revenue opportunities for our customer."

The agreement reflects Marchex's strategy of expanding analytics relationships through the adoption of additional AI-driven products. "We believe these customer expansions demonstrate the foundation for broader platform growth," Horowitz added. "As customers adopt additional Marchex AI solutions, their business outcomes improve while increasing the value of our relationship."

Marchex has signed additional customers for its AI Voice Agent solution and is in discussions with several large enterprise customers on paid pilot programs. If successfully completed and converted to broader commercial deployments, Marchex believes these opportunities could generate significant incremental revenue growth in 2027.

Marchex's AI Voice Agent helps businesses engage callers through natural, AI-powered conversations. The solution is designed to improve responsiveness, qualify opportunities, and reduce the number of valuable consumer interactions that go unanswered or unaddressed, generally due to employees being unavailable or call volumes exceeding available staffing.

About Marchex

Marchex and Archenia together harness proprietary AI-powered conversational intelligence and advanced customer acquisition technologies to transform consumer intent into actionable, outcome-driven business results. The combination of Marchex's prescriptive analytics and omnichannel intelligence with Archenia's AI-verified qualification, natural-language analytics, and automated decisioning capabilities creates a highly differentiated customer acquisition and optimization technology platform. Leveraging real-time AI signals, machine-learning models, and deep vertical market expertise, the company identifies consumer intent, improves qualification accuracy, and delivers verified outcomes such as high-intent conversations, appointments, and sales. Serving market leading companies across major verticals including automotive, insurance, home services, healthcare, and advertising/media, Marchex empowers organizations to optimize customer engagement and drive revenue growth through AI-driven insights, actions, and outcomes.

Please visit www.marchex.com, www.marchex.com/blog, or [@marchex](https://twitter.com/marchex) on X, where Marchex discloses material information from time to time about the Company, its financial information, and its business.

Forward-Looking Statements

Certain statements included above contain forward-looking statements that involve substantial risks and uncertainties. All statements, other than statements of historical facts, contained herein, including regarding the Company's strategy and future financial and operational performance, are forward-looking statements, and you should not place undue reliance on such statements. Actual results or events could differ materially from the plans, intentions and expectations disclosed in such forward-looking statements due to a number of important factors, which are described in greater detail in the "Risk Factors" section of the Company's most recent periodic report or registration statement filed with the SEC. All of the information provided herein is as of September 16, 2026 and the Company undertakes no duty to update the information provided herein.

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