



Marchex Showcases the Importance of Voice to Mobile Marketers at OMMA Mobile Conference

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Company to present findings on leveraging voice and personal connections as the highest value mobile marketing strategy

SEATTLE, Oct 25, 2011 (BUSINESS WIRE) --

Today, Marchex (NASDAQ: MCHX) announced that Tom Leung, Senior Vice President of Product at Marchex, is speaking about the importance and roll of voice when marketing to mobile consumers at MediaPost's OMMA Mobile conference being held today in San Francisco. Marchex is highlighting how personal connections with consumers through phone calls are critically important to many businesses and in today's mobile world.

Marchex is scheduled to present at 1:00 p.m. with Mr. Leung focusing on how mobile marketers can leverage Digital Call Advertising to connect with consumers. While certain purchases can be done online, the highest value interactions - buying insurance, hiring a lawyer, consulting with a physician, or interviewing for a job - require a personal connection through voice.

"As consumer adoption of mobile devices continues to grow, many mobile marketers are recognizing that using voice to connect those consumers to their businesses is the most effective solution - including over search," said Mr. Leung. "The power of the personal connection through voice is what is driving the momentum of the Digital Call Advertising market."

According to a recent Forrester Research study commissioned by Marchex, 49 percent of interactive marketers said a phone call was the preferred outcome of their digital marketing campaign. The study also forecasts the Digital Call Advertising market to exceed \$6 billion in the U.S. by 2014.

Marchex has created a technology platform that creates, manages, analyzes and optimizes digital call advertising campaigns to drive quality inbound phone calls from consumers to businesses. The platform includes many components, such as Pay For Call (PFC), mobile voice search and call analytics technologies.

About Marchex:

Marchex's mission is to unlock local commerce globally by helping advertisers reach customers through the phone when they are ready to buy.

Our performance-based call advertising products, Marchex Call Connect and Marchex Call Analytics, are reinventing how businesses acquire and upsell new customers through phone calls. Our award-winning Small Business Solutions products empower businesses to efficiently monitor their online presence, communicate with their customers, and acquire new ones. Every day, our products support hundreds of thousands of advertisers and partners, ranging from global enterprises to local businesses.

For more information about Marchex (NASDAQ: MCHX), please visit www.marchex.com.

SOURCE: Marchex

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