



## **Marchex and eNom Partner to Help Businesses Acquire New Customers Through Search Marketing**

July 13, 2010

**SEATTLE – July 13, 2010** – Marchex, Inc. (NASDAQ: MCHX) today announced a partnership with [eNom®](#) to offer search marketing services to eNom's customers through Marchex's Local Leads product beginning in July.

This new partnership enables eNom to offer its customers a new web site traffic generating service essential for online success. Search marketing will be added to eNom's product portfolio that includes domain name registrations, Web site hosting, SSL certificates, and site builder tools. eNom will be offering this new product through [www.eNomCentral.com](#) and [BulkRegister.com](#).

Marchex Local Leads is a turnkey digital marketing product that leverages multiple search engines, mobile and other call-and-lead-based distribution sources to generate leads and new business for advertisers. Marchex Local Leads, formerly known as Marchex Connect, was voted Search Engine Strategies' "Best SEM Technology Platform for SMBs" in 2008 and 2009.

"As one of the largest registrars worldwide, our goal is to provide businesses with the most comprehensive range of services to help them be successful online," said Chris Sheridan, Vice President of Sales for Demand Media®, Inc., the parent company of [eNom, Inc.](#) "Marchex's Local Leads product offers our customers a scalable, proven and powerful performance marketing product that we believe will be very attractive to our customers."

"Marchex is excited to offer eNom's business customers the capability to acquire new customer relationships," said Brooks McMahon, Senior Vice President of Small Business Marketing Products at Marchex. "Search Engine Marketing is one of the most efficient and cost-effective customer acquisition methods, which makes it a critical component of a business' marketing plan. Marchex Local Leads will add more value to eNom's already robust set of business services."

### **About Marchex:**

Marchex's mission is to unlock local commerce globally by helping advertisers reach customers wherever they may be – in mobile, offline and online channels, including on our own local and category websites.

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

For more information about Marchex, please visit [www.marchex.com](#).

### **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 July 13, 2010 and Marchex undertakes no duty to update the information provided herein.

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