



Marchex To Present Strategies for Digital Advertisers to Measure Offline Sales Conversions With Call Mining in Free Webinar

October 7, 2010

SEATTLE – October 7, 2010 – Marchex, Inc. (NASDAQ: MCHX) today announced that John Busby, vice president of advertising platforms, will lead a Webinar focused on how advertisers can use Marchex Call Mining to measure customer conversions and improve marketing return-on-investment and sales effectiveness. Using speech transcription and proprietary search technology, [Marchex Call Mining](#) enables advertisers to easily analyze phone conversations to determine on-the-phone conversions, caller intent, and customer needs and pain points.

The event, titled "Measuring Offline Sales Conversions: The Power of Call Mining," will be hosted by Search Marketing Now on Tuesday, October 19 at 1:00 p.m. ET and is free and open to the public.

Also participating in the Webinar will be Charles Laughlin, Managing Editor at BIA/Kelsey. Attendees will learn about:

- What call mining is, and how it works
- How call mining can help you identify on-the-phone conversions
- How to use call mining to help you improve your advertising return-on-investment
- How agencies and advertisers have used call mining to improve their advertising performance and overall business with actual case studies

Those interested in attending the event can register [here](#). For more information on Marchex Call Analytics please visit, www.marchex.com/callanalytics.

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 (NASDAQ: MCHX), 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 October 7th, 2010 and Marchex undertakes no duty to update the information provided herein.

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