



## **Marchex and TrafficLeader Publish '2007 Search Marketing Insights for Retailers,' First in a Series of Industry Whitepapers**

January 30, 2007

**SEATTLE, WA - January 30, 2007**

Marchex, Inc. (NASDAQ: MCHX, MCHXP) in conjunction with its TrafficLeader subsidiary today announced that it has published a whitepaper entitled '2007 Search Marketing Insights for Retailers,' a 19-page report providing new data and industry information surrounding best practices in search marketing, as well as important subsets of the category, including shopping search and search engine optimization (SEO).

Gleaned from Marchex and TrafficLeader's experience in working with thousands of online advertisers, ranging from Fortune 500 organizations to small and medium businesses, '2007 Search Marketing Insights for Retailers' is publicly available at (<http://www.trafficleader.com/whitepapers/retailers.html>) and includes:

- Strategies for online retailers to be more active, creative, and effective in search marketing;
- A detailed overview of the Internet's comparison shopping engines, along with best practices for influencing positioning in each of the top engines;
- How to develop long-term SEO strategies for acquiring traffic through organic search results;
- Beyond the basics: Creative SEO tactics;
- How to monitor keyword popularity and trends.

Marchex plans to periodically issue similar industry whitepapers related to its areas of focus, including search marketing, local search, and direct navigation.

"We developed this report to provide retailers and the larger online advertising community with new and actionable information, along with direct findings from our work with thousands of advertisers," said Scott Greenberg, Marchex SVP of Advertising Services. "For example, in the emerging field of comparison shopping engines, we found that our seven largest partners attracted more than 163 million unique users in December 2006, a very significant and highly targeted audience for retailers."

### **About Marchex, Inc.**

Marchex ([www.marchex.com](http://www.marchex.com)) is a technology driven search and media company focused on vertical and local online traffic. Specifically, the company is focused on search marketing, local search, and direct navigation. Marchex's platform of integrated performance-based advertising and search marketing services enables merchants to efficiently market and sell their products and services across multiple online distribution channels, including search engines, product shopping engines, directories and selected Web sites.

### **About TrafficLeader**

TrafficLeader ([www.trafficleader.com](http://www.trafficleader.com)) is a leading provider of search engine marketing services, including search feed management, shopping management, bid management, search engine optimization consulting, and local search marketing applications: all supported by the company's conversion tracking and analysis. Through its trusted relationships with major Web search, product shopping and directory entities, TrafficLeader brings its clients highly targeted traffic and sales opportunities, while delivering relevant search results for users seeking specific products or services.

### **Safe Harbor Statement**

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, certain statements and expectations regarding the asset acquisition, 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. We disclaim any intention or obligation to update any forward-looking statements.

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