



## Marchex Adds Global and Domestic Distribution on Yahoo! to Its Pay-Per-Click Network

June 4, 2007

**SEATTLE, WA, JUNE 4, 2007 -**

Marchex, Inc. (Nasdaq: MCHX) today announced a new relationship with Yahoo! Inc. in which Marchex will convert search ad listings from its pay-per-click engine, Enhance Interactive, into Yahoo! Sponsored Search listings.

Yahoo!, a leading global Internet brand, launched its new search marketing system, known as Panama, in the fourth quarter of 2006, providing advertisers with new capabilities including geo-targeting. Marchex will utilize the geo-targeting capability made available through Yahoo!'s search marketing application programming interface (API) to provide its Enhance Interactive advertisers with more targeted campaigns based on each advertiser's target markets.

"It is an ongoing initiative for us to offer additional quality distribution to our direct pay-per-click advertisers, and this is a continued step in that process," said Scott Greenberg, Marchex senior vice president of advertising services. "This partnership will enable us to expand the reach of our advertisers in the United States and beyond."

This relationship should provide advertisers using Marchex's pay-per-click engine, Enhance Interactive, with a new source of quality traffic and broader global reach. It is another step in Marchex's ongoing initiative to provide its advertisers with additional premium traffic and the tools needed to both extend their search marketing campaigns and maximize their return-on-investment (ROI) from search marketing.

More information for advertisers is available at [www.enhance.com](http://www.enhance.com). Enhance Interactive customers can also contact their current account manager for more information or contact Customer Support at the following email address: [cs@enhance.com](mailto:cs@enhance.com).

### **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.

### **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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