



## Marchex Releases Local Internet Report and LocalPoint Blog, Providing Perspectives on the Rapidly Growing Local Search Market

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Marchex, Inc. (NASDAQ: MCHX, MCHXP), a local online advertising company and leading publisher of local content, today announced that it has released 'Unlocking the Potential of the Local Internet,' a 12-page primer that combines a detailed overview of the local search market opportunity with concise and easy-to-reference charts covering the industry's key players and online destinations. The report, which features analysis of the specific challenges that those in the space need to overcome to truly unlock the huge potential of the local Internet, is available for free at [www.localpoint.com](http://www.localpoint.com).

Among the findings of today's 'Unlocking the Potential of the Local Internet' report, Marchex concludes that companies wishing to have large-scale success in local search will need to have the following characteristics:

- They will own a critical mass of local traffic AND a critical mass of local advertisers, either directly or through partnerships;
- They will provide comprehensive content and information across business listings and ALL locales, making it just as easy for consumers to find the perfect plumber in Poughkeepsie as it is to find the perfect hotel in New York City;
- They will offer a variety of products and services at scale for local small- to medium-sized businesses (SMB) advertisers. While the bulk of local advertisers will not self-provision, they will become more sophisticated about local search and will require similar products and services to national advertisers, including analytics and services such as pay-per-phone call and call-tracking.

Marchex today also announced that it has launched LocalPoint ([www.localpoint.com](http://www.localpoint.com)), a blog dedicated to the local space, including the segments of local search, publishing and online advertising. LocalPoint is designed to provide marketers and others interested in the space with regularly updated industry analysis, news and commentary on emerging trends and innovations. Today, LocalPoint features inaugural posts from Marchex chairman and CEO Russell C. Horowitz and lead search architect Matthew Berk, both of whom will contribute to LocalPoint on an ongoing basis, along with others from Marchex including chief media officer Bill Day, president and chief operating officer John Keister, and Open List director Chris Linnett.

"Consumers today are increasingly using the Internet to research information about local services, and local online advertising revenue is expected to grow five times to more than \$25 billion per year within ten years," said Keister. "As a company deeply immersed in local content publishing and online advertising, we designed the LocalPoint blog and today's report to serve as resources to help those interested in the local space make sense of the players, challenges and opportunities as the local landscape continues to grow and evolve."

### **ABOUT MARCHEX, INC.**

Marchex ([www.marchex.com](http://www.marchex.com)) is a local online advertising company and leading publisher of local content. Marchex's innovative advertising platform delivers search marketing products and services for local and national advertisers. Marchex's local content network, one of the largest online, helps consumers make better, more informed local decisions through its network of content-rich Web sites that reach tens of millions of unique visitors each month.

### **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, 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.

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