



## IndustryBrains Launches IBGraphics, a Graphics-based Contextual Advertising Marketplace

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**NEW YORK, NY - MAY 17, 2006 -**

IndustryBrains, a leader in monetizing vertical and brand-name Web sites through site-specific contextual advertising solutions and a subsidiary of Marchex, Inc. (NASDAQ: MCHX, MCHXP), today announced the launch of IBGraphics, a graphics-based contextual advertising product that opens a series of new opportunities for both advertisers and premium publishers.

IBGraphics is unique to the market in providing an auction-based cost-per-thousand-impressions (CPM) marketplace that offers advertisers the ability to purchase graphical advertisement placements from a premium roster of IndustryBrains' partner sites, such as Business Week Online, PC World, Network World, Morningstar, WindowsITPro, and DeveloperShed.com, along with a growing base of others. The product leverages three components that have made IndustryBrains a leader in contextual pay-per-click advertising: 1) scalable and innovative technology; 2) premium branded publishers; and 3) relevant advertisers.

By applying the vertically focused approach that IndustryBrains pioneered in 2002 with the launch of its text-based contextual product, IBGraphics enables advertisers to bid on vertical categories and advertisement unit sizes that are most relevant to their business, giving them complete control over their advertising dollars. IBGraphics gives the advertiser 100% transparency to all of the quality sites that they may be served on within each of IndustryBrains vertical categories. Unlike traditional networks, IndustryBrains' strategy is to allow traffic only from a narrowly focused, specific roster of premium, industry-leading publisher sites. Additionally, IBGraphics offers real-time tracking and reporting tools by category and ad unit size, to help advertisers optimize their campaigns for maximum return on investment.

For publishers, IBGraphics provides a way to monetize available graphical inventory without cannibalizing their own sales efforts. This easy-to-implement program complements the efforts of their advertising sales teams by also targeting small businesses that otherwise could not afford to directly advertise on premium publisher Web sites. As a result, publishers are armed with another way to generate incremental revenue on their sites.

"We developed IBGraphics to extend the application of contextual advertising to graphics-based advertisements, providing substantial benefits for publishers and advertisers alike," said Erik Matlick, IndustryBrains CEO. "For advertisers, this offers another targeted way to reach highly qualified buyers through premium branded Web sites in selected vertical categories. Advertisers are willing to pay higher CPMs for the premium quality audience which, in turn, means higher advertising revenue for publishers. As usual, our strategy with this product is to focus on the premium branded publishers and advertisers that understand the value of being on these sites."

According to Jupiter Research, online advertising is projected to reach \$18.9 billion in 2010. Graphical advertising continues to drive a large share of advertising spending relative to the growing paid text listings sector. In a recent Nielsen/NetRatings report, graphical advertising is still the dominant online marketing medium for most vertical categories. For example, graphical advertisements in the Financial Services industry constitute 86% of the online advertising budget, while in Travel, graphical advertisements similarly comprise 86% of the total online advertising spend.

### **ABOUT INDUSTRYBRAINS**

IndustryBrains is a leader in monetizing vertical and brand name Web sites through contextual advertising solutions. Since 2002, the company has built a platform of high-quality traffic by leveraging its proprietary technology to offer a site-specific approach to contextual advertising under a business model that combines bid-for-placement and relevancy. This approach has allowed IndustryBrains to create relationships with more than 100 vertically focused and brand-name online publishers, such as USATODAY.com, The Motley Fool, Travel + Leisure, Forbes.com, and the Ziff Davis online properties; as well as a large base of premier advertisers. IndustryBrains is a wholly owned subsidiary of Marchex. For more information, visit [www.industrybrains.com](http://www.industrybrains.com).

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

Marchex's ([www.marchex.com](http://www.marchex.com)) mission is to be a leader in delivering vertical and local online traffic to merchants. 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 properties.

### **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.