



Marchex and IndustryBrains Announce Contextual Advertising Pacts with Briefing.com, OpenSystems Publishing and Others

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Marchex, Inc. (NASDAQ: MCHX, MCHXP), in conjunction with its subsidiary IndustryBrains, today announced that it has signed separate agreements with Briefing.com, a leading provider of award winning market analysis via the Internet, and OpenSystems Publishing, a leading publisher of electronics magazines, e-mail newsletters, and websites for more than 20 years.

Under its agreement with Briefing.com, which takes effect in late July, IndustryBrains will provide its site-specific solutions throughout the www.briefing.com site. Briefing.com joins other high-quality online publishers in IndustryBrains' Finance vertical, such as The Motley Fool, Forbes.com, Investors.com and BusinessWeek Online.

Under the agreement with OpenSystems Publishing, which also takes effect in late July, IndustryBrains will similarly provide its site-specific contextual advertising solutions for several of OpenSystems' leading online magazines in the electronics vertical, including Embedded Computing (www.embedded-computing.com), Compact PCI and Advanced TCA Systems (www.compactpci-systems.com), Small Form Factors (www.smallformfactors.com), Industrial Embedded Systems (www.industrial-embedded.com), among others.

IndustryBrains has also reached agreement to provide its site-specific contextual advertising solutions for several technology-focused online newsletters, including those offered by ZDNet, TechRepublic, and BNET, effective immediately.

IndustryBrains' proprietary bid-for-placement and relevancy ranking systems enable advertisers to place their product or service listings directly on premium Web sites and/or on specific sections or pages of such sites. This approach allows vertically focused brand-name publishers to directly monetize the value of their respective online brands, content and site traffic.

"We are focused on continuing to build leadership in the most commercially relevant verticals by adding high quality publishers, such as those announced today," said Erik Matlick, IndustryBrains CEO. "We continue to win business as our monetization rates are well above the industry average due to our expertise in matching the appropriate advertiser to the most relevant distribution points for their products or services."

ABOUT BRIEFING.COM

Briefing.com is an employee-owned company headquartered in Chicago, with offices in Boston and the San Francisco Bay Area. Rated a "top site" nine consecutive years by Barron's, Briefing.com is the leading provider of quality, live market analysis via the Internet.

ABOUT OPENSYSTEMS PUBLISHING

OpenSystems Publishing has been a leading publisher of electronics magazines, e-mail newsletters, and websites for more than 20 years as well as product catalogs. OSP offers E-casts for engineers and provides interactive tools where engineers can communicate directly with presenters and top industry editors. Current publications include: CompactPCI and AdvancedTCA Systems, DSP-FPGA.com, Embedded Computing Design, Industrial Embedded Systems, Military Embedded Systems, PC/104 & Small Form Factors, PXI Technology Review, and VMEbus Systems. For more information, visit www.opensystems-publishing.com.

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, BusinessWeek Online, 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.

ABOUT MARCHEX, INC.

Marchex's (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. For further information, contact:

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