



Marchex Launches Contextual Advertising Center on Open List; Expands Proprietary Local Advertising Inventory

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Marchex, Inc. (NASDAQ: MCHX, MCHXP), today announced that it has launched a locally targeted contextual advertising center on Open List (www.openlist.com), allowing advertisers to bid for advertising placements based on specific Open List categories and locations. The contextual advertising center is powered by IndustryBrains' (www.industrybrains.com) private label platform. Both Open List and IndustryBrains are owned by Marchex.

Open List is a search technology and user-generated content platform that offers a deep and targeted aggregation of vertical and local content, including product and service descriptions, ratings, expert third-party reviews, proprietary user-generated reviews, articles, awards, maps and other information. Open List has initially focused on the travel vertical, covering underlying categories such as hotels, restaurants and attractions. In the coming months, Open List will focus on extending into additional verticals and supporting underlying categories.

With the integration of Marchex's contextual advertising center, advertisers now have the ability to sign up directly on Open List to place locally targeted ads on the Open List site via a self-serve account management system, which is directly accessible at <http://www.industrybrains.com/openlist/>. This system enables advertisers to purchase advertising in the following Open List areas: (i) local pages, such as New York-related pages; (ii) category pages, such as Hotel-related pages; and (iii) hybrid local and category pages, such as New York Hotel-related pages.

The initial implementation of the contextual advertising platform allows advertisers to bid on run-of-site local inventory, as well as several local and category specific pages covering major cities in the United States, such as New York, Los Angeles and Las Vegas. In addition, advertisers can bid on selected international geographies, such as Europe and Mexico.

The following are some specific examples of hybrid local and category pages now available to Open List advertisers: Boston Restaurants, Boston Hotels, Europe Restaurants, Europe Hotels, Las Vegas Restaurants, Las Vegas Hotels, Los Angeles Restaurants, Los Angeles Hotels, Miami Restaurants, Miami Hotels, New York Restaurants, New York Hotels, San Francisco Restaurants and San Francisco Hotels.

"We believe that locally targeted paid search advertisements are, and will continue to be, a major growth driver in the overall paid search market in the coming years. The launch of our contextual advertising center on Open List marks the beginning of our effort to ramp locally focused advertising across our network of Web sites," said Peter Christothoulou, Marchex Chief Strategy Officer. "Furthermore, as we expand Open List into new categories outside of travel, we will expand our contextual advertising center to offer advertisers an even broader base of locally targeted, vertical advertising opportunities."

In addition, Marchex continues to integrate Open List into its network of more than 200,000 Web sites, including sites such as: www.lasvegasvacations.com, www.shanghaihotel.com, www.frenchrestaurants.com, www.newyorkdining.com, www.japaneserestaurant.com, and www.delis.com. Marchex will continue to integrate Open List into its Web site network throughout 2006 and beyond.

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.

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