



## Marchex Re-launches 75,000 ZIP Code Web Sites with Targeted Local Content; Marchex Also Launches MyZIP.com

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Marchex, Inc. (NASDAQ: MCHX, MCHXP) today announced that it has launched updated implementations of its more than 75,000 ZIP Code Web sites. Marchex also today announced that it has launched MyZIP.com ([www.myzip.com](http://www.myzip.com)) as a destination Web site that covers city and ZIP Code locations across the United States. MyZIP.com will also serve as the umbrella brand and gateway into Marchex's ZIP Code Web sites and the associated city and local content.

All of these sites now offer robust hotel, restaurant, travel, local attraction information and reviews targeted to individual locations or ZIP Codes in the United States.

The driver for this product evolution is Marchex's Open List ([www.openlist.com](http://www.openlist.com)). Open List is Marchex's search technology and user-generated content platform that offers a deep and targeted aggregation of vertical and local content. Open List's initial categories of focus have covered the travel vertical and its underlying categories such as hotels, restaurants and attractions. With this launch, Marchex has now applied its content focused on hotels, restaurants, attractions, third-party expert reviews and user-generated reviews to its ZIP Code Web sites. As Marchex extends its Open List technology and content aggregation platform into additional verticals in the coming months, Marchex will augment the content on these Web sites with additional proprietary content.

Marchex believes that the extension of its search technology and content platform to its network of Web sites, including the ZIP Code Web sites, will result in greater usage and monetization over time. In addition, Marchex plans to continue to develop its broader network of Web sites (outside the Local/ZIP Code category) with valuable content and information over the course of 2006 and beyond.

"Our focus is to build highly relevant Web sites for online users and allow them to efficiently find information on specific services or products," said Peter Christothoulou, Marchex Chief Strategy Officer. "We are able to accomplish this by extending our content and search functionality to our Web sites - enabling us to effectively treat each ZIP Code domain as a search keyword and pre-populate the Web page with locally-targeted information. The net result is that our Web sites are becoming rich sources of useful, local content, which benefits online users as well as advertisers who want to reach a local audience."

Marchex's ZIP Code Web sites provide local search, locally targeted advertising inventory, and geographically relevant content covering 97% of all ZIP Code areas nationwide. Marchex owns .com and/or .net ZIP Codes in approximately 41,500 of the approximately 42,500 U.S. ZIP Codes (source: U.S. Postal Service). With the launch of MyZIP.com, Marchex is able to deliver local information related to all U.S. ZIP Codes and most U.S. cities. Samples of these local Web sites include:

ZIP Code Network: [www.myzip.com](http://www.myzip.com)

Baltimore: [www.21201.com](http://www.21201.com) - [www.21202.com](http://www.21202.com) - [www.21231.com](http://www.21231.com)

Boston: [www.02108.com](http://www.02108.com) - [www.02109.com](http://www.02109.com) - [www.02125.com](http://www.02125.com)

Chicago: [www.60663.com](http://www.60663.com) - [www.60623.com](http://www.60623.com) - [www.60639.com](http://www.60639.com)

Dallas: [www.75218.com](http://www.75218.com) - [www.75254.com](http://www.75254.com) - [www.75225.com](http://www.75225.com)

Denver: [www.80204.com](http://www.80204.com) - [www.80205.com](http://www.80205.com) - [www.80219.com](http://www.80219.com)

Los Angeles: [www.90003.com](http://www.90003.com) - [www.90017.com](http://www.90017.com) - [www.90210.com](http://www.90210.com)

Las Vegas: [www.89103.com](http://www.89103.com) - [www.89108.com](http://www.89108.com) - [www.89115.com](http://www.89115.com)

Milwaukee: [www.53203.com](http://www.53203.com) - [www.53211.com](http://www.53211.com) - [www.53233.com](http://www.53233.com)

Minneapolis: [www.55402.com](http://www.55402.com) - [www.55403.com](http://www.55403.com) - [www.55408.com](http://www.55408.com)

New York: [www.10041.com](http://www.10041.com) - [www.10013.com](http://www.10013.com) - [www.10003.com](http://www.10003.com)

Philadelphia: [www.19107.com](http://www.19107.com) - [www.19143.com](http://www.19143.com) - [www.19108.com](http://www.19108.com)

Portland: [www.97209.com](http://www.97209.com) - [www.97204.com](http://www.97204.com) - [www.97205.com](http://www.97205.com)

San Francisco: [www.94103.com](http://www.94103.com) - [www.94110.com](http://www.94110.com) - [www.94123.com](http://www.94123.com)

San Jose: [www.95118.com](http://www.95118.com) - [www.95122.com](http://www.95122.com) - [www.95129.com](http://www.95129.com)

Seattle: [www.98105.com](http://www.98105.com) - [www.98109.com](http://www.98109.com) - [www.98122.com](http://www.98122.com)

Washington DC: [www.20016.com](http://www.20016.com) - [www.20036.com](http://www.20036.com) - [www.20037.com](http://www.20037.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 properties.

## **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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