



## **Marchex's TrafficLeader Express to Power Houston Chronicle's Local Merchant Search Engine Marketing Program**

March 21, 2005

**EUGENE, OR - March 21, 2005**

TrafficLeader, a subsidiary of Marchex, Inc. (NASDAQ: MCHX, MCHXP), today announced that it has signed a local search engine marketing agreement with the Houston Chronicle, one of the nation's largest daily metropolitan newspapers.

The agreement will enable the Houston Chronicle to directly sell its local business advertisers comprehensive search marketing programs utilizing TrafficLeader Express, a fully outsourced and customizable search engine marketing platform that dynamically creates, fulfills and manages search engine marketing campaigns. The offering is expected to be available to Houston Chronicle's local advertisers during the second quarter of 2005.

"We are very pleased to be working with the Houston Chronicle to enable its base of merchant advertisers to deploy local search engine marketing programs that are designed to drive customers to their storefronts and Web sites," said Peter Christothoulou, Marchex Chief Strategy Officer.

"Combined with our existing relationships with yellow page companies and other local business aggregators, this agreement with one of the nation's largest and most respected newspapers represents continued progress toward being a driver of the local online advertising market and extending our local search marketing services through the most important local merchant aggregation channels."

"This agreement will make it easy for the Houston Chronicle's local merchant advertisers to add search engine marketing programs to their overall marketing strategies," said Stephen Weis, Houston Chronicle director of online sales. "At the same time, this enables our sales team to directly address one of the most rapidly emerging areas of interest among advertisers."

### **Marchex Local Search Engine Marketing Platform:**

Marchex believes that the local online advertising market opportunity for merchants is very early and evolving. As such, Marchex is focused on being a leading participant in the adoption of local online advertising efforts for merchants through leveraging its TrafficLeader Express search engine marketing platform. The TrafficLeader Express platform allows local aggregator partners to utilize their direct sales forces to sell search marketing programs as a complement to other forms of marketing, including print advertising. TrafficLeader Express:

- dynamically creates keyword- and feed-based search campaigns that reflect the local merchant's products or services;
- fulfills these campaigns using a combination of search engine marketing services, such as bid management and feed management, across many of the Internet's most popular search engines and other online search distribution sources; and
- manages these campaigns and produces detailed information and campaign statistics.

Marchex plans to continue expanding its presence in the online local advertising market through powering the efforts of major aggregators of local merchants nationwide.

### **About the Houston Chronicle**

HoustonChronicle.com is widely regarded as one of the top newspaper Web sites, receiving 1.7 million page views, on average, every day and 3.9 million unique visitors per month. HoustonChronicle.com boasts an online readership penetration of 33 percent of total online Houston adults within the past month. In addition to the daily news, the site provides a long list of special content features and unique advertising opportunities. The Houston Chronicle is owned by the Hearst Corporation and is the nation's seventh-largest daily metropolitan paper with daily circulation totals of 554,783 and the eighth-largest paper on Sundays with circulation totals of 737,580, according to the Sept. 30, 2004 report from the Audit Bureau of Circulations.

### **About Marchex, Inc.**

Marchex ([www.marchex.com](http://www.marchex.com)) helps merchants sell products and services through multiple online channels. The company connects merchants with consumers who are searching for information, products and services on the Internet. Marchex's platform of integrated performance-based advertising and search marketing services enables merchants to more efficiently market and sell their products and services across multiple online distribution channels, including search engines, product shopping engines, directories and selected Web properties. TrafficLeader ([www.trafficleader.com](http://www.trafficleader.com)) is a leading provider of search engine marketing services, and is a subsidiary of Marchex.

### **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, 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.

### **Marchex Press:**

Michelle Craig

Nyhus Communications for Marchex

Telephone: 206.323.3733

Email: [michelle\(at\)nyhus.com](mailto:michelle(at)nyhus.com)

Barbara Henshaw  
Marketing & Communications Coordinator  
Houston Chronicle  
713-362-3392  
[barbara.henshaw@chron.com](mailto:barbara.henshaw@chron.com)