

Marchex and Ingenio Announce Agreement to Integrate Pay Per Call Ads on Marchex Network of Web Sites

November 28, 2005

SEATTLE, WA AND SAN FRANCISCO, CA - NOVEMBER 28, 2005

Marchex, Inc. (NASDAQ: MCHX, MCHXP) and Ingenio, the leading provider of Pay Per Call® advertising services, today announced an agreement to place Ingenio's Pay Per Call advertiser listings across selected areas of Marchex's network of vertical and local Web sites. Marchex's network of sites attracted more than 24 million unique visitors A for the month of September 2005, according to internal traffic logs.

Today's agreement furthers Marchex's efforts to build out a flexible publishing platform for its network that allows the company to efficiently add new advertising partners, such as Ingenio, and content relationships, as applicable by category or Web site. For Ingenio, the addition of Marchex to the company's growing Pay Per Call Advertising Network will deliver Ingenio advertisers more of what they are looking for - targeted phone call leads from ready-to-buy customers. "Though Pay Per Call is an emerging opportunity, we believe that it will become an increasingly important tool for advertisers to reach Internet consumers," said Gary Roshak, Marchex VP of Strategic Alliances. "This agreement is one of the steps Marchex is taking to evaluate a broader plan in this space for 2006."

Marchex is focused on evolving its network of Web sites into Internet destinations offering a high degree of user utility, while providing merchants with targeted advertising inventory in local markets and in specific vertical categories. Both local and vertical consumer search are on the rise, and Pay Per Call advertising is positioned to be among the key methods that local and service-based businesses utilize to interact with potential consumers. Ingenio's Pay Per Call product empowers any business - including those without Web sites - to generate targeted phone calls, and pay only for calls received. "Today's news further demonstrates our commitment to rapidly grow the Ingenio Advertising Network with top-tier partners delivering high quality traffic," said Marc Barach, Chief Marketing Officer, Ingenio. "We are excited to work with Marchex to provide online consumers with more useful and relevant business information, and continue to offer Pay Per Call advertisers comprehensive exposure."

The initial integration of the Ingenio listings is scheduled to take effect during the first quarter of 2006.

ABOUT INGENIO, INC.

Ingenio, Inc. is the leading provider of ecommerce solutions that combine today's two most powerful communications tools - the Internet and the telephone. Ingenio's patented platform enabled the company to deliver the first performance-based, Pay Per Call advertising product to market in 2004 - the Ingenio Pay Per Call Advertising Platform and Network - and remains today's only Pay Per Call advertising system that guarantees businesses mainstream exposure on a network of top-tier distribution sites, including Local.com, Interchange Corporation's local search engine, and AOL Search. Ingenio's unique technology also powers its Live!Advice™ Directories offering, which facilitates real-time conversations between online buyers and sellers of advice and information. Ingenio is a profitable company with top-tier customers and partners in both America and Europe, including AOL, Microsoft, SBC SMARTpages.com, MIVA, Inc. and the IRS. The company has enabled more than 2 million ecommerce transactions between buyers and sellers through its web and telephony platform, and today produces 20 million e-commerce minutes each quarter. Pay Per Call® is a registered trademark of Ingenio, Inc. Please visit www.ingenio.com for more information.

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, acquisitions, 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. A) Unique visitor statistics are based on internal traffic logs, which calculate unique IP (Internet protocol) addresses on an unduplicated basis during a given month.

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