



## **Marchex and The Cobalt Group Partner to Deliver Online and Offline Call-Based Advertising Services to Auto Dealerships Throughout North America**

April 2, 2008

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Marchex, Inc. (NASDAQ: MCHX, MCHXP), a local online advertising company and leading publisher of local content, today announced that its VoiceStar subsidiary has signed a new comprehensive agreement with The Cobalt Group, North America's leading provider of automotive marketing services, to provide call tracking and pay-per-phone-call services to Cobalt's local auto dealers across North America. Cobalt provides marketing services to more than forty percent of the auto dealerships in the United States.

For Cobalt, Marchex generated tens of thousands of custom, trackable phone numbers for Cobalt's auto dealerships to use in their offline and online advertising campaigns. Whenever consumers use one of the phone numbers, Marchex's VoiceStar technology: (i) enables Cobalt to determine the advertisement or Web site that was the source of the call, (ii) tracks and reports key information including the duration of the call, time of day and geographic location of the caller and (iii) records the call. This information is available through an online reporting interface and enables Cobalt and their auto dealer and manufacturer clients to measure and increase the effectiveness of their advertising campaigns.

Cobalt is also taking advantage of Marchex's call technology and services to place pay-per-phone-call advertisements for their local dealerships across several search engines and Web sites. The dealer pays only when a consumer initiates a call into their business. This ensures the dealer receives only the most qualified leads and helps maximize their online advertising budget.

"We partnered with Marchex because of its ability to rapidly deliver comprehensive call-based advertising services at unparalleled scale and its best-of-breed reporting and analytics capabilities," said John Holt, co-founder, Chairman and CEO of Cobalt. "The addition of Marchex's call tracking and pay-per-phone-call services to our offering furthers our ability to provide dealers with top-of-the-line marketing products and services that help increase automotive sales while lowering the overall marketing cost per vehicle sold."

"We are very excited to deepen our relationship with the leading marketing services provider for the automotive industry," said John Keister, President and COO of Marchex. "This is an important step for Marchex as we continue to build relationships and deliver our products within important local categories such as automotive. In 2008 and beyond, Marchex will focus on partnerships with additional local advertising category leaders such as Cobalt, and with leading aggregators of local advertisers across all categories."

### **About Cobalt**

Cobalt is North America's leading provider of automotive marketing services. For over thirteen years, Cobalt's exclusive mission has been to help automobile dealers and manufacturers increase their retailing effectiveness and profits. Cobalt provides marketing services to over forty percent of the automotive dealerships in the United States, as well as automotive dealers in Canada and Mexico. Cobalt is endorsed by two-thirds of the world's major automotive manufacturers. Cobalt is also endorsed by the American International Automobile Dealers Association (AIADA).

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

Marchex ([www.marchex.com](http://www.marchex.com)) is a local online advertising company and leading publisher of local content. Marchex's innovative advertising platform delivers search- and call-based marketing products and services for local and national advertisers. Marchex's local content network, one of the largest online, helps consumers make better, more informed local decisions through its network of content-rich Web sites that reach tens of millions of unique visitors each month.

### **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.

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