



## **Marchex announces acquisition of Enhance Interactive**

March 5, 2003

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Marchex, Inc., a provider of technology-based services to merchants engaged in online transactions, today announced the acquisition of Enhance Interactive (formerly ah-ha.com), a leading provider of merchant services such as paid search results, targeted Web advertising and other commerce-related services. Terms of the transaction, which takes effect immediately, were not disclosed.

Enhance Interactive is one of the fastest-growing companies in this sector, with a profitable operating profile, a broad base of merchant customers, and a rapidly-expanding national distribution network. Enhance Interactive will continue to be based in Provo, Utah, as a wholly-owned subsidiary of Marchex.

### **About Enhance Interactive:**

Enhance Interactive (<http://www.enhance.com/>) is a leading provider of performance-based advertising and search-based marketing services, connecting thousands of merchants with millions of consumers via highly targeted pay-per-click advertising programs. These include pay-per-click listings, contextual advertising, and other offerings. Through the company's pay-per-click programs, merchant advertisers create keyword listings that describe their respective products or services, which are made visible to millions of consumers and businesses, primarily through search engine or directory results.

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

Marchex ([www.marchex.com](http://www.marchex.com)) provides technology-based services to merchants engaged in online transactions. Currently, the company delivers the following services in support of its partners: pay-per-click listings, search inclusion, paid inclusion, natural search engine optimization, local search marketing applications, and conversion tracking and analysis. Marchex's operating businesses include Enhance Interactive (<http://www.enhance.com/>) and TrafficLeader® (<http://www.trafficleader.com/>).

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