



Marchex Showcases Phone Calls For Mobile Advertising Are The Evolution Of Clicks For Search Marketing

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At MMA in New York, Marchex to discuss how advertisers are driving millions of phone calls using mobile advertising

SEATTLE, WA – June 15, 2011 – Today, Marchex, Inc. (NASDAQ: MCHX) announced that digital advertising expert and Marchex Executive Vice President Brent Turner will outline how using phone calls in mobile advertising has already become mainstream for advertisers and agencies. Mr. Turner will discuss this as part of a panel at the Mobile Marketing Association forum in New York City on June 16, 2011.

Mr. Turner will focus on how the explosion of mobile devices has caused an evolution in the digital advertising market where phone calls are fast becoming the preferred outcome of mobile advertisements – especially for key vertical markets and small businesses – and drive higher yield for mobile publishers.

Marchex is driving up to 5x the yield for mobile publisher partners compared to other monetization alternatives, including search and display.

"The mobile advertising market is completely different than the desktop advertising environment. Not only are the devices themselves different, but the contexts in which consumers interact with them are also unique," said Brent Turner, Marchex Executive Vice President of Call Advertising Products. "Many businesses are moving their spends away from click-based, search marketing and toward mobile advertising to drive phone calls, because we have seen conversion rates of 20-30% compared to 1-3% for search marketing campaigns."

Mr. Turner will be a participant in the MMA panel called "Understanding Mobile Advertising: Messaging, Rich Media, Audio, Search, Geo-location" which will be held on June 16, 2011 at 2:20 p.m.

"Advertisers have recognized that the mobile marketplace is fragmented and complicated and nobody has been able to provide a solution that leverages all these platforms while delivering great results until Marchex and our Digital Call Advertising Marketplace," added Turner.

About Marchex:

Marchex's mission is to unlock local commerce globally by helping advertisers reach customers through the phone when they are ready to buy.

Our performance-based call advertising products, Marchex Call Connect and Marchex Call Analytics, are reinventing how businesses acquire and upsell new customers through phone calls. Our award-winning Small Business Solutions products empower businesses to efficiently monitor their online presence, communicate with their customers, and acquire new ones. Every day, our products support hundreds of thousands of advertisers and partners, ranging from global enterprises to local businesses.

For more information about Marchex (NASDAQ: MCHX), please visit www.marchex.com.

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