



## Marchex to Showcase How Calls Are the Right Investment for Mobile Advertisers at Search Insiders Summit

May 6, 2011

### **Brent Turner scheduled to present key insights on mobile advertising opportunities at Search Insider Summit**

**SEATTLE, WA – Friday, May 6, 2011** – Today, Marchex announced that Brent Turner, Executive Vice President for Call Advertising Products will showcase key trends in the mobile devices market that advertisers can leverage to generate better returns. Mr. Turner will present these insights at a breakfast presentation at MediaPost's Search Insider Summit on Saturday, May 7, 2011 on Captiva Island, FL.

In his presentation called "Finding Digital Advertising in a Mobile-Centric World," Mr. Turner will outline how mobile devices have accelerated the evolution of digital advertising away from relying on clicks as the main monetization opportunity. He will highlight how leveraging phone calls has become an important way for advertising agencies and businesses to drive more revenue. The massive growth and adoption of mobile devices provides advertisers with the ability to directly connect with consumers when they have the highest intent to buy.

"As we just heard from AOL, many companies continue to rely on and heavily invest in display advertising as the right monetization strategy for existing and emerging media channels including mobile. Marchex believes advertising agencies and businesses are expecting - and should - demand a better return on their ad spend than what a simple click on a display advertisement can deliver," said Mr. Turner.

Brent Turner has over 12 years experience in the digital advertising industry. Mr. Turner joined Marchex in October 2009. Prior to joining Marchex, he was General Manager of Search and Media Network for Microsoft. Mr. Turner joined Microsoft in 2007 through the acquisition of aQuantive, where he held numerous roles over eight years, including Vice President of Operations for Avenue A (Razorfish), Vice President of Atlas' Publisher division, and Vice President of aQuantive's Vertical Networks product group.

The MediaPost Search Insider Summit runs from May 4-7, 2011, in Captiva Island, Florida. The summit brings together the best minds from the search industry to share and discuss information and experience on digital advertising and search marketing.

#### 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, the Marchex Call Advertising Network and Marchex Call Analytics, are reinventing how businesses acquire and upsell new customers through phone calls. Our award-winning Small Business Marketing 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](http://www.marchex.com).

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