



Marchex to Present at Conversational Commerce Conference

February 1, 2011

SEATTLE – February 1, 2011—Marchex, Inc. (NASDAQ: MCHX) today announced that John Busby, Vice President of Advertising Platforms for Marchex Call Analytics, will speak at the first annual Conversational Commerce Conference (C3) on February 3, 2011.

A digital advertising veteran, Busby has been tapped to discuss the ways businesses of all sizes use call tracking and analytics to monitor and optimize their end-to-end advertising performance and drive more qualified inbound calls. Call tracking and analytics helps users draw correlations between offline, online, and mobile media channel performance. In turn, businesses gain actionable insights to efficiently optimize advertising spend across placements, channels and creative to increase return on investment.

“I’m thrilled to speak at the inaugural Conversational Commerce Conference,” Busby said. “I look forward to sharing real customer examples that highlight the power of call tracking and analytics to help businesses improve their advertising strategies, drive more qualified calls and improve the bottom line.”

Busby will speak at 1:30 p.m. at the Mezzanine Club in San Francisco. More information about the Conversational Commerce Conference (C3) can be found [here](#).

<>John Busby is the Vice President of Advertising Platforms at [Marchex](#), where he focuses on the development of next-generation call advertising platforms. John joined Marchex in 2003, and has held several senior roles in product management and product engineering. Prior to Marchex, Mr. Busby served in product and program management roles at InfoSpace, as well as at Go2Net in its consumer and wireless divisions.

About Marchex

Marchex’s mission is to unlock local commerce globally by helping advertisers reach customers wherever they may be – in mobile, offline and online channels, including on our own local and category websites.

Our performance-based call advertising products, the [Marchex Pay-For-Call Exchange](#) and [Marchex Call Analytics](#), are reinventing how businesses acquire new customers through the phone. Our award-winning [Small Business Marketing products](#) empower local businesses to efficiently monitor their online presence, communicate with their customers, and acquire new ones. Every day, our products support tens 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.

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 and other financial guidance, 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. All of the information provided in this release is as of December 8th, 2010 and Marchex undertakes no duty to update the information provided herein.

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