



Marchex Enhances Reputation Management Product to Help Businesses Better Manage Online Reputations

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Addition of content providers such as Avvo and key new features improve popular tool for small businesses and franchises

SEATTLE, WA – May 3, 2011 Marchex, Inc. (NASDAQ: MCHX) today announced the enhancement of its online reputation management product with key new features and new content partnerships to help businesses engage and improve their online reputations. This Marchex product focuses on customer reviews and feedback and listings management, which have become crucial to the health and success of businesses in today's world where consumers are sharing reviews and feedback in a wide variety of online and mobile forums.

Marchex is announcing four new partnerships with Avvo, CitySquares, MeasuredUp and MojoPages to add their content feeds, enhancing the breadth and depth of the Marchex Reputation Management product. These new partners will bring important new feeds to the more than 30 unique content provider feeds and 8,000 websites that tens of thousands of customers currently engage with from one central interface. Adding these popular websites to the Marchex Reputation Management product will enhance the ability of businesses to monitor their presence in areas such as customer reviews and social media sites, as well as take the next step to engage directly with customers in order to improve their online reputation.

"Marchex is excited to partner with four leading local content providers whose content supplies important customer feedback about local businesses that can fundamentally impact their reputations and bottom lines," said Brooks McMahon, senior vice president of small business marketing products at Marchex. "We believe that continually adding high quality, locally- and vertically-focused content to our reputation management product will deliver the best and most comprehensive solution for small businesses to constructively engage with customers."

"Online reputation is critical to doctors and lawyers building a practice; and Avvo recognizes the special responsibility we have to provide a venue for consumers to rate these professionals," said Josh King, Vice President, Business Development for Avvo. "Our partnership with Marchex and its reputation management product empowers legal and medical professionals to better understand and respond to this consumer feedback."

In addition to the new partnerships, Marchex is adding several features that make it easier and more effective for customers to manage their online presence and reputation. In response to feedback from businesses using Marchex Reputation Management, Marchex is increasing its focus on automation so that businesses can make the most impact with the least amount of effort on their part. There are several new features such as:

- Personal Insights – improvement to the product dashboard so it's easier for businesses to view all new reviews, mentions and listings activity -- which include social media and blog mentions in real time.
- Listings Plus – a new listings submission service that submits a business address to 100+ online local and mobile directories as well as social media sites in order to ensure accurate listings everywhere consumers are looking for business information.
- Customer Communications - a new tool that enables small businesses to easily promote their social network profiles and encourages customers to share their positive experiences across online review sites. This tool offers an email template that can be customized and directs customers to selected review sites.

The Marchex Reputation Management product serves as a highly affordable online product for small businesses and franchises in a wide variety of industries that are impacted by user-generated content. The product compiles location-specific reviews, mentions and business listings from across the thousands of Marchex partner sites so that businesses can monitor and measure what customers are saying about them. The product also facilitates

communication between small businesses and their customers.

The Marchex Reputation Management product is available for purchase from regional and local partners in the U.S., including AT&T.

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.

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