



Archeo Launches Domains Marketplace, Providing Gateway to Premium Portfolio of More Than 200,000 Names

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SEATTLE--(BUSINESS WIRE)-- Archeo, Inc., a division of Marchex, Inc. (MCHX), today announced the launch of the Archeo Domains Marketplace (www.archeodomains.com), providing direct access for businesses, brokers and individuals to Archeo's portfolio of more than 200,000 premium domain names available for sale. The searchable portfolio is presented in 21 categories, ranging from Business & Finance to Technology and Travel in a responsive, mobile-friendly design.

According to Archeo Chief Operating Officer Rod Diefendorf, launching the Archeo Domains Marketplace is a key milestone in the company's broader mission of establishing a vibrant and transparent ecosystem to facilitate domain buying and selling, including the development of tools and technology enabling businesses to further promote and grow their brand.

"The launch of the Archeo Domains Marketplace is an exciting step toward unlocking the true value of our portfolio," said Diefendorf. "We have thousands of top names and are excited to finally showcase these online while providing visitors with useful information through a simple and intuitive search interface."

The new website features an easy-to-navigate interface that enables users to search from among more than 200,000 Archeo-owned websites, including such names as Jerseys.com, CaliforniaWines.com, HollywoodMovies.com, Destination.com, Futbol.com, Refinancing.com, PetShop.com, Debts.com, uTicket.com, and LiveWell.com. Archeo's dedicated sales team, averaging 10 years experience each in the domains industry, will directly administer and manage the Marketplace.

Archeo will also be working directly with some of the industry's leading brokers to help their customers find and purchase specific names from Archeo's portfolio. Some of Archeo's current broker partners include Igloo, Names Plus Marketing and Domain Holdings.

"The Archeo domain portfolio has been well known over the years for its quality as well as its comparative inaccessibility. I think I can speak on behalf of most of the industry when I say how excited Igloo.com is to see Archeo launch its marketplace to finally unveil one of the top portfolios in the space," said Tessa Holcomb, Igloo.com Co-Founder & CEO. "We are delighted to partner with Archeo in making these premium names available to our clients."

In addition to selling domains from its own portfolio, Archeo plans to expand its services, ranging from data intelligence to third-party sales and other related domain support services. Complementing the Archeo Domains Marketplace, Archeo's team manages select fully developed websites and plans to continue the development of designated domains into digital brand properties, such as Saving.com and 50States.com. Archeo also operates an advertising marketplace, featuring an online and mobile advertising network that the company can further leverage in promoting its own developed websites, as well as those of customer sites.

About Archeo

Archeo, Inc., a division of Marchex, Inc., is a premium domain and advertising marketplace that enables the buying, selling and development of digital properties and advertising inventory. In November of 2012, Marchex announced its intention to spin-off Archeo into a distinct, publicly traded entity. Archeo has filed an initial Form 10 Registration Statement with the U.S. Securities and Exchange Commission in connection with Marchex's previously announced plan to pursue the separation of its business into two public companies.

If the proposed spin-off transaction is completed, Archeo's technology-based business will be comprised of two complementary areas: (1) a Domain Marketplace, which includes our platform to purchase, manage and sell domains, including more than 200,000 domains which we own today; and (2) an Advertising Marketplace, which includes our online and mobile advertising network, where we sell advertising on a variety of publishers and on our own digital properties. To learn more about the proposed spin-off transaction, please visit www.marchex.com/archeo.

About Marchex

Marchex, Inc. delivers customer calls to businesses and analyzes those calls so companies can get the most out of their mobile advertising.

On November 1, 2012, Marchex announced its intention to pursue separation of its business into two distinct, publicly traded entities. If the proposed tax-free spin-off transaction is completed, Marchex's existing shareholders would hold interests in: (1) Marchex, a pure play mobile advertising company focused on calls, and (2) Archeo, Inc., a premium domain and advertising marketplace. The spin-off is currently anticipated to be completed not earlier than the fourth quarter of 2013.

Marchex is based in Seattle. To learn more, please visit www.marchex.com/products.

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, other financial guidance, acquisitions, projected costs, prospects, plans and objectives of management are forward-looking statements. In addition, there are certain risks and uncertainties relating to our spin-off transaction, including, but not limited to, the impact and possible disruption to our operations, the timing and certainty of completing the transaction, the high costs in connection with the spin-off which we would not be able to recoup if the spin-off is not consummated, the expectation that the spin-off will be tax-free, revenue and growth expectations for the two independent companies following the spin-off, unanticipated developments that may delay or negatively impact the spin-off, and the ability of each business to operate as an independent

entity upon completion of the spin-off. 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 the actual results of Marchex and/or Archeo to differ materially from those indicated by such forward-looking statements which are described in the "Risk Factors" section of Marchex's most recent periodic report and registration statement filed with the SEC and Archeo's Form 10 registration statement filed with the SEC. All of the information provided in this release is as of April 29, 2013, and Marchex and Archeo undertake no duty to update the information provided herein.

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