



## Marchex To Participate In A Fireside Chat At BIA Kelsey NEXT

December 7, 2015

SEATTLE--(BUSINESS WIRE)--Dec. 7, 2015-- [Marchex](#) (NASDAQ:MCHX), a mobile advertising analytics company, today announced that Matt Muilenburg, Senior Vice President, will participate in a fireside chat at BIA Kelsey NEXT: The Future of Local Digital Media. The session is scheduled for 2:30 p.m. Pacific Time on Wednesday, December 9<sup>th</sup>. The conference will be held at the Loews Hollywood hotel in Los Angeles.

A digital advertising and auto industry veteran, Muilenburg has been tapped to discuss how the path to purchasing a vehicle has changed due to consumer adoption of smartphones. The automotive industry is the largest purchaser of advertising worldwide, and the successful execution and measurement of local digital media is important to deepening customer relationships and improving customer acquisition. Muilenburg will address how OEMs and dealers can improve performance by adopting next-generation media analytics and sales analytics solutions.

"I'm thrilled to participate at the NEXT conference," Muilenburg said. "The future of local digital media is tremendously important for auto manufacturers, auto dealers and the auto service industry, and I look forward to a conversation about how to understand and delight the mobile consumer."

### **About Marchex**

[Marchex](#) is a mobile advertising analytics company that connects online behavior to real-world, offline actions. By linking critical touchpoints in the customer journey, Marchex's products enable a 360-degree view of marketing effectiveness. Brands and agencies utilize Marchex's products to transform business performance.

Please visit [www.marchex.com](http://www.marchex.com), [blog.marchex.com](http://blog.marchex.com) or [@marchex](#) on Twitter (Twitter.com/Marchex), where Marchex discloses material information from time to time about the company, its financial information, and its business.

View source version on businesswire.com: <http://www.businesswire.com/news/home/20151207005115/en/>

Source: Marchex, Inc.

Marchex, Inc.  
Investor Relations  
Trevor Caldwell, 206-331-3600  
[ir\(at\)marchex.com](mailto:ir(at)marchex.com)  
or  
Media Inquiries:  
Corporate Communications  
206-331-3434  
[pr\(at\)marchex.com](mailto:pr(at)marchex.com)