

---

---

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549**

---

**FORM 8-K**

---

**CURRENT REPORT**

**PURSUANT TO SECTION 13 OR 15(d) OF THE  
SECURITIES EXCHANGE ACT OF 1934**

**Date of report (Date of earliest event reported): November 1, 2012**

---

**Marchex, Inc.**

(Exact name of Registrant as Specified in its Charter)

---

**Delaware**  
(State or other jurisdiction  
of incorporation)

**000-50658**  
(Commission  
File Number)

**35-2194038**  
(I.R.S. Employer  
Identification No.)

**520 Pike Street  
Suite 2000  
Seattle, Washington 98101**  
(Address of Principal Executive Offices)

**(206) 331-3300**  
(Registrant's telephone number, including area code)

---

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
  - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
  - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
- 
-

**Item 2.02 Results of Operations and Financial Condition.**

On November 1, 2012, Marchex, Inc. ("Marchex" or the "Registrant") is issuing a press release and holding a conference call regarding its financial results for the quarter ended September 30, 2012 (the "Earnings Release"). The full text of the Earnings Release is furnished as Exhibit 99.1 to this Current Report on Form 8-K.

To the extent that any information contained in the press release is being furnished under Item 7.01 (including Exhibit 99.2) to this Current Report on Form 8-K may be deemed to update any information regarding Marchex's financial results for any quarterly or annual fiscal period it shall be incorporated herein by reference.

The information in this Item 2.02 (including Exhibit 99.1) is being furnished and shall not be deemed "filed" for the purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the "Exchange Act"), or otherwise subject to the liabilities of that Section. Such information shall not be incorporated by reference into any registration statement or other document pursuant to the Securities Act of 1933 or the Exchange Act, except as shall be expressly set forth by specific reference in such filing.

Marchex is referencing non-GAAP financial information in both the Earnings Release and on the conference call. A reconciliation of these non-GAAP financial measures to the comparable GAAP financial measures is contained in the attached Earnings Release. Disclosures regarding definitions of these financial measures used by Marchex and why Marchex's management believes these financial measures provide useful information to investors is also included in the Earnings Release.

**Item 7.01 Regulation FD Disclosure.**

On November 1, 2012, Marchex is issuing a press release and holding a conference call to announce that it intends to pursue the separation of its business into two public companies. The full text of the press release issued in connection with the announcement is furnished as Exhibit 99.2 to this Current Report on Form 8-K (the "Press Release").

Attached to this Current Report on Form 8-K as Exhibits 99.3, 99.4 and 99.5 are investor presentations with respect to the Press Release which are all also available on Marchex's website at [www.marchex.com](http://www.marchex.com).

The information in this Item 7.01 (including Exhibits 99.2, 99.3, 99.4 and 99.5) is being furnished and shall not be deemed "filed" for the purposes of Section 18 of the Exchange Act, or otherwise subject to the liabilities of that Section. Such information shall not be incorporated by reference into any registration statement or other document pursuant to the Securities Act of 1933 or the Exchange Act, except as shall be expressly set forth by specific reference in such filing.

Marchex is referencing non-GAAP financial information in both the Press Release and on the conference call. A reconciliation of these non-GAAP financial measures to the comparable GAAP financial measures is contained in the attached Press Release. Disclosures regarding definitions of these financial measures used by Marchex and why Marchex's management believes these financial measures provide useful information to investors is also included in the Press Release.

**Item 8.01 Other Events.**

On November 1, 2012, Marchex announced that it intends to pursue the separation of its business into two public companies. Upon completion of the proposed tax-free spin-off transaction, Marchex's existing shareholders would hold interests in: (1) Marchex, a pure play mobile advertising company focused on calls, and (2) Archeo, Inc. ("Archeo"), a premium domain and advertising marketplace.

It is anticipated that the spin-off transaction would be structured as a tax-free pro rata distribution to all shareholders of Marchex with the holders of Marchex Class A common stock receiving Class A common stock in Archeo and the holders of Marchex Class B common stock receiving Class B common stock in Archeo. The spin-off is expected to be completed in 2013.

The completion of the spin-off is subject to a number of conditions, including final approval of the transaction by Marchex's board of directors, receipt of regulatory approvals, favorable tax rulings and or opinions regarding the tax-free nature of the transaction to Marchex and to its shareholders, further due diligence as appropriate, and the filing and effectiveness of appropriate filings with the Securities and Exchange Commission. Marchex will provide interim updates as appropriate. There can be no assurances given that the separation of Marchex's business as described in this announcement will occur.

**Item 9.01 Financial Statements and Exhibits.**

***(d) Exhibits.***

<u>Exhibit No.</u>	<u>Description</u>
99.1	Earnings Release of Marchex, dated November 1, 2012.
99.2	Press Release of Marchex, dated November 1, 2012.
99.3	Marchex Summary Presentation, dated November 2012.
99.4	Spin-off Transaction & Archeo Opportunity, dated November 2012.
99.5	Marchex Historical Top 500 Domain Sales, dated November 2012.

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this Current Report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: November 1, 2012

MARCHEX, INC.

By: \_\_\_\_\_ /s/ Russell C. Horowitz  
Name: **Russell C. Horowitz**  
Title: **Chairman and Chief Executive Officer**

**EXHIBIT INDEX**

<u>Exhibit No.</u>	<u>Description</u>
99.1	Earnings Release of Marchex, dated November 1, 2012.
99.2	Press Release of Marchex, dated November 1, 2012.
99.3	Marchex Summary Presentation, dated November 2012.
99.4	Spin-off Transaction & Archeo Opportunity, dated November 2012.
99.5	Marchex Historical Top 500 Domain Sales, dated November 2012.

**Marchex Reports Third Quarter 2012 Financial Results**

*Record Revenue in Mobile Advertising focused on Calls; Accelerated Sequential Growth Driven  
by Existing Customers and New Customer Relationships*

SEATTLE – November 1, 2012 Marchex, Inc. (NASDAQ: MCHX) today reported its results for the quarter ended September 30, 2012.

**Third Quarter 2012 Consolidated Financial Results:**

- Revenue was \$34.8 million for the third quarter of 2012, compared to \$39.9 million for the same period of 2011.
- GAAP net loss applicable to common stockholders was \$666,000 for the third quarter of 2012 or \$0.02 per diluted share. This compares to GAAP net income applicable to common stockholders of \$1.2 million or \$0.03 per diluted share for the same period of 2011. The third quarter 2012 results included non-cash stock-based compensation expense of \$3.7 million, compared to non-cash stock-based compensation expense of \$4.0 million for the same period in 2011.
- We provide a reconciliation of GAAP diluted EPS to Adjusted Non-GAAP EPS in the financial tables attached to this press release and we encourage investors to examine the reconciling adjustments between the GAAP and non-GAAP measures. Adjusted non-GAAP EPS for third quarter 2012 was \$0.06, compared to \$0.09 for the same period in 2011.
- Adjusted operating income before amortization was \$3.9 million for the third quarter of 2012, compared to \$5.4 million for the same period of 2011. A reconciliation of non-GAAP adjusted operating income before amortization to GAAP operating income is included in the financial tables attached to this release.
- Adjusted EBITDA was \$4.8 million in the third quarter of 2012, compared to \$6.4 million for the same period of 2011. A reconciliation of adjusted EBITDA to GAAP net cash provided by operating activities is included in the financial tables attached to this release.

“During the third quarter, we made significant customer and product progress,” said Russell C. Horowitz, Marchex Chairman and CEO. “Based on momentum in our business, we believe mobile will be an incredibly large market. We also believe mobile can be a transformational advertising medium where ultimate performance is driven through phone calls. We are adding new national and local customers, and our ability to drive high performance for them is leading to increased budget allocations for our mobile and call advertising products.”

**General Highlights:**

1. Call-Driven Revenues: For the third quarter of 2012, revenue was \$29.1 million, which was up \$1.8 million, or 7%, from the prior quarter.
2. Non-Call-Driven Revenues: For the third quarter, revenue was \$5.7 million, which was down \$1.0 million from the prior quarter. Non-Call-Driven products include Marchex's domain and directory assets, pay-per-click and reputation management products.
3. During the third quarter, Marchex sold a small number of domains that yielded \$713,000. Year to date domain sales totaled \$5.4 million.
4. During the third quarter, Marchex purchased 80,000 shares of its outstanding Class B common stock for a total price of \$301,000. This brings Marchex's total shares repurchased under its stock repurchase program to 11.2 million shares, or 30% of its outstanding common stock.
5. Marchex announced earlier today that its board of directors has authorized management to pursue the separation of its business into two distinct, publicly traded entities. Upon closing of the proposed tax-free spin-off transaction, Marchex's existing shareholders would hold interests in: (1) Marchex, a pure-play mobile advertising company focused on calls; and (2) Archeo, Inc. ("Archeo"), a premium domain and advertising marketplace. This process is expected to be completed within nine months. For more information on this proposed transaction, please see the press release from earlier today.

**Marchex Guidance:**

The following forward-looking statements reflect Marchex's expectations as of November 1, 2012.

**Financial guidance for the fiscal year ending December 31, 2012:**

**Revenue:** more than \$137 million

**Adjusted Operating  
Income Before**

**Amortization:** more than \$13.5 million

**Adjusted EBITDA:** Estimated add-backs of approximately \$4.5 million in additional depreciation and amortization to adjusted operating income before amortization, implying an adjusted EBITDA of more than \$18 million

2012 GAAP income (loss) from operations is expected to be (\$3.3) million or better, assuming stock-based compensation between \$16 million and \$16.5 million and amortization of intangible assets from acquisitions between \$4.7 million and \$5.5 million. This estimate excludes any prospective gain or loss on sales and disposals of intangible assets.

Marchex has been impacted by reduced call volume and telecommunication systems disruption as a result of the damage caused by Hurricane Sandy. Our proprietary systems and infrastructure, as well as our telecommunications facilities, have not experienced any direct damage. Marchex is, however, seeing an impact from the significant cellular and telecommunications outages in the impacted areas. We believe the communications infrastructure damage that is impacting cellular and telecommunications usage will create non-recurring impacts to our operating forecasts in the fourth quarter and we have attempted to reflect those in our guidance. Marchex will continue to monitor events as they unfold. Beyond the short-term impact to infrastructure and customers, we do not believe this impacts the underlying trends in our business and our view on meaningful growth in 2013.

**Financial guidance for the Fourth Quarter ending December 31, 2012:**

**Revenue:** \$33 million to \$35 million

**Adjusted Operating  
Income Before**

**Amortization:** \$3 million to \$4 million

**Adjusted EBITDA:** Estimated add-backs of approximately \$1 million in additional depreciation and amortization to adjusted operating income before amortization, implying an adjusted EBITDA of \$4 million to \$5 million

Fourth quarter GAAP income (loss) from operations is expected to be (\$2.8) million or better, assuming stock-based compensation between \$3.5 million and \$4 million and amortization of intangible assets from acquisitions between \$1.0 million and \$1.8 million. This estimate excludes any prospective gain or loss on sales and disposals of intangible assets. In the short-term, the above estimates for our measures of profitability may be impacted further by the timing of investments and costs related to the separation of Archeo.

“In the third quarter, we saw sequential growth accelerate from call-driven revenues, as we continued to make progress with our mobile and call advertising products. While we anticipate that we will see growth in demand for our call-driven products as we move forward, it is worth noting that we have historically seen decreased call volumes in the latter part of the fourth quarter as we move into the U.S. holiday season. In addition, many of our advertisers are service-based businesses that typically dial back their marketing efforts in the fourth quarter. As a result of this and the hurricane impact on short term operating results, we anticipate call-driven revenue will be in the range to modestly lower as compared to the third quarter. That being said, the underlying trends in our business indicate we are well positioned for meaningful growth in 2013,” said Michael Arends, Chief Financial Officer.



**Conference Call and Webcast Information**

Management will hold a conference call, starting at 5:00 p.m. ET on Thursday, November 1, 2012 to discuss its third quarter ended September 30, 2012 financial results, and other company updates. Access to the live webcast of the conference call will be available online from the Investors section of the Marchex's website at [www.marchex.com](http://www.marchex.com). An archived version of the webcast will also be available at the same location, beginning two hours after completion of the call.

**About Marchex**

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

Marchex supports its customers through a unique technology platform that has three primary components: (1) Call Analytics, which powers all of our advertising solutions, and allows partners to leverage data and insights that accurately measure the performance of mobile, online and offline call advertising; (2) Digital Call Marketplace, which annually connects millions of consumer calls to our advertisers from a range of mobile and online sources on a Pay For Call basis; and (3) Local Leads, a white-labeled, full service digital advertising solution for small business resellers that drives quality phone calls and other leads to their small business advertisers.

Marchex is based in Seattle. To learn more, please visit [www.marchex.com/products](http://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 previously announced spin-off transaction which contemplates a separation of our mobile and call advertising business and our domain and advertising marketplace business, 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 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 November 1, 2012 and Marchex undertakes no duty to update the information provided herein.

**Non-GAAP Financial Information:**

To supplement Marchex's consolidated financial statements presented in accordance with GAAP and to provide clarity internally and externally, Marchex uses certain non-GAAP measures of financial performance and liquidity, including OIBA, Adjusted OIBA, Adjusted EBITDA, Revenue with Domain Sales, Adjusted OIBA and EBITDA with Domain Sales and Adjusted non-GAAP EPS.

OIBA represents income (loss) from operations plus (1) stock-based compensation expense and (2) amortization of intangible assets from acquisitions. This measure, among other things, is one of the primary metrics by which Marchex evaluates the performance of its business. Additionally, Marchex's management uses Adjusted OIBA, which excludes any gain/loss on sales and disposals of intangible assets for each asset and acquisition and separation related costs as these items are not indicative of Marchex's recurring core operating results. Adjusted OIBA is the basis on which Marchex's internal budgets are based and by which Marchex's management is currently evaluated. Marchex believes these measures are useful to investors because they represent Marchex's consolidated operating results, taking into account depreciation and other intangible amortization, which Marchex believes is an ongoing cost of doing business, but excluding the effects of certain other expenses or gain/loss such as stock-based compensation, amortization of intangible assets from acquisitions, acquisition and separation related costs and gain/loss on sales and disposals of intangible assets. Adjusted EBITDA represents income (loss) before interest, income taxes, depreciation, amortization, stock compensation expense, acquisition and separation related costs and gain/loss on sales and disposals of intangible assets. Marchex believes that Adjusted EBITDA is another alternative measure of liquidity to GAAP net cash provided by operating activities that provides meaningful supplemental information regarding liquidity and is used by Marchex's management to measure its ability to fund operations and its financing obligations. In conjunction with the spin-off, Marchex has also presented Revenue with Domain Sales, Adjusted OIBA and EBITDA

with Domain Sales. Revenue with Domain Sales represents revenue plus sales proceeds from the sale of intangible domain assets and Adjusted OIBA and EBITDA with Domain Sales includes the above descriptions of Adjusted OIBA and EBITDA plus the gain/loss on sales and disposals of intangible assets. It is anticipated upon completion of the spin-off, that Archeo will further its domain marketplace business initiative to buy and sell domains which differs from Marchex's historical approach to intangible asset transactions. Accordingly, it is anticipated upon Archeo fully engaging in this business initiative, sales proceeds from intangible domain assets may be presented as revenue prospectively. Financial analysts and investors may use the non-GAAP historical Revenue with Domain Sales, Adjusted OIBA and EBITDA with Domain Sales to help with comparative financial evaluation to make informed investment decisions.

Adjusted non-GAAP EPS represents Adjusted non-GAAP Net Income (loss) applicable to common stockholders divided by GAAP diluted shares outstanding. Adjusted non-GAAP Net Income (loss) applicable to common stockholders generally captures those items on the statement of operations that have been, or ultimately will be, settled in cash exclusive of certain items that are not indicative of Marchex's recurring core operating results and represents net income (loss) applicable to common stockholders plus the net of tax effects of: (1) stock-based compensation expense, (2) amortization of intangible assets from acquisitions, (3) gain/loss on sales and disposals of intangible assets, (4) acquisition and separation related costs, (5) interest and other income (expense), and (6) dividends paid to participating securities. Financial analysts and investors may use Adjusted non-GAAP EPS to analyze Marchex's financial performance since these groups have historically used EPS related measures, along with other measures, to estimate the value of a company, to make informed investment decisions, and to evaluate a company's operating performance compared to that of other companies in its industry.

Marchex's management believes that investors should have access to, and Marchex is obligated to provide, the same set of tools that management uses in analyzing the company's results. These non-GAAP measures should be considered in addition to results prepared in accordance with GAAP, and should not be considered in isolation, as a substitute for, or superior to, GAAP results. Marchex's non-GAAP financial measures may be defined differently from time to time and may be defined differently than similar titled terms used by other companies, and accordingly, care should be exercised in understanding how Marchex defines its non-GAAP financial measures in this release. Marchex endeavors to compensate for the limitations of the non-GAAP measures presented by providing the comparable GAAP measure with equal or greater prominence, GAAP financial statements, and detailed descriptions of the reconciling items and adjustments, including quantifying such items, to derive the non-GAAP measure.

---

For further information, contact:

Trevor Caldwell  
Marchex Investor Relations  
Telephone: 206.331.3600  
Email: [ir\(at\)marchex.com](mailto:ir(at)marchex.com)

Or

**MEDIA INQUIRIES**

Sonia Krishnan  
Marchex Public Relations  
Telephone: 206. 331.3434  
Email: [skrishnan\(at\)marchex.com](mailto:skrishnan(at)marchex.com)

MARCHEX, INC. AND SUBSIDIARIES  
Condensed Consolidated Statements of Operations  
(in thousands, except per share data)  
(unaudited)

	Three Months Ended	
	September 30,	
	2011	2012
Revenue	\$39,862	\$34,822
Expenses:		
Service costs (1)	21,848	20,636
Sales and marketing (1)	4,548	2,795
Product development (1)	6,131	5,528
General and administrative (1)	5,860	5,717
Amortization of intangible assets from acquisitions	1,672	1,055
Acquisition and separation related costs	62	296
Total operating expenses	40,121	36,027
Gain on sales and disposals of intangible assets, net	2,486	713
Income (loss) from operations	2,227	(492)
Interest expense and other, net	(196)	(118)
Income (loss) before provision for income taxes	2,031	(610)
Income tax expense (benefit)	778	(67)
Net income (loss)	1,253	(543)
Dividends paid to participating securities	(66)	(123)
Net income (loss) applicable to common stockholders	\$ 1,187	\$ (666)
Basic net income (loss) per share applicable to Class A and Class B common stockholders	\$ 0.04	\$ (0.02)
Diluted net income (loss) per share applicable to Class A and Class B common stockholders	\$ 0.03	\$ (0.02)
Dividends paid per share	\$ 0.02	\$ 0.04
Shares used to calculate basic net income (loss) per share applicable to common stockholders		
Class A	9,851	9,570
Class B	23,673	24,536
Shares used to calculate diluted net income (loss) per share applicable to common stockholders		
Class A	9,851	9,570
Class B	35,944	34,106
(1) Includes stock-based compensation allocated as follows:		
Service costs	\$ 325	\$ 419
Sales and marketing	461	278
Product development	470	176
General and administrative	2,696	2,842
Total	\$ 3,952	\$ 3,715

MARCHEX, INC. AND SUBSIDIARIES  
Condensed Consolidated Statements of Operations  
(in thousands, except per share data)  
(unaudited)

	Nine Months Ended September 30,	
	2011	2012
Revenue	\$ 107,703	\$ 104,316
Expenses:		
Service costs (1)	60,221	59,814
Sales and marketing (1)	11,175	11,313
Product development (1)	16,958	17,295
General and administrative (1)	17,154	17,492
Amortization of intangible assets from acquisitions	3,756	3,674
Acquisition and separation related costs	1,513	164
Total operating expenses	110,777	109,752
Gain on sales and disposals of intangible assets, net	7,112	5,434
Income (loss) from operations	4,038	(2)
Interest expense and other, net	(268)	(430)
Income (loss) before provision for income taxes	3,770	(432)
Income tax expense	1,799	430
Net income (loss)	1,971	(862)
Dividends paid to participating securities	(191)	(262)
Net income (loss) applicable to common stockholders	\$ 1,780	\$ (1,124)
Basic and diluted net income (loss) per share applicable to Class A and Class B common stockholders	\$ 0.05	\$ (0.03)
Dividends paid per share	\$ 0.06	\$ 0.08
Shares used to calculate basic net income (loss) applicable to common stockholders		
Class A	10,027	9,576
Class B	23,136	24,303
Shares used to calculate diluted net income (loss) applicable to common stockholders		
Class A	10,027	9,576
Class B	35,180	33,879
(1) Includes stock-based compensation allocated as follows:		
Service costs	\$ 924	\$ 1,178
Sales and marketing	1,100	2,353
Product development	1,174	779
General and administrative	8,210	8,129
Total	\$ 11,408	\$ 12,439

MARCHEX, INC. AND SUBSIDIARIES  
Condensed Consolidated Balance Sheets  
(in thousands)  
(unaudited)

	December 31, 2011	September 30, 2012
<b>Assets</b>		
Current assets:		
Cash and cash equivalents	\$ 37,443	\$ 35,534
Accounts receivable, net	30,635	25,506
Prepaid expenses and other current assets	3,614	3,313
Refundable taxes	193	290
Deferred tax assets	2,753	3,019
Total current assets	74,638	67,662
Property and equipment, net	6,187	6,204
Deferred tax assets	46,310	45,125
Intangibles and other assets, net	2,191	807
Goodwill	82,644	82,563
Intangible assets from acquisitions, net	8,088	4,414
Total assets	<u>\$ 220,058</u>	<u>\$ 206,775</u>
<b>Liabilities and Stockholders' Equity</b>		
Current liabilities:		
Accounts payable	\$ 12,896	\$ 10,626
Accrued expenses and other current liabilities	8,430	8,108
Deferred acquisition payments	35,214	17,971
Deferred revenue	1,930	2,023
Total current liabilities	58,470	38,728
Other non-current liabilities	2,580	2,384
Total liabilities	61,050	41,112
Stockholders' equity:		
Class A common stock	99	98
Class B common stock	281	281
Treasury stock	(1,067)	(62)
Additional paid-in capital	297,465	303,977
Accumulated deficit	(137,770)	(138,631)
Total stockholders' equity	159,008	165,663
Total liabilities and stockholders' equity	<u>\$ 220,058</u>	<u>\$ 206,775</u>

MARCHEX, INC. AND SUBSIDIARIES  
Reconciliation of GAAP Income (loss) from Operations to Operating Income Before Amortization (OIBA) and  
Adjusted Operating Income Before Amortization (Adjusted OIBA)  
(in thousands)  
(unaudited)

	Three Months Ended September 30,	
	2011	2012
Income (loss) from operations	\$ 2,227	\$ (492)
Stock-based compensation	3,952	3,715
Amortization of intangible assets from acquisitions	1,672	1,055
Operating income before amortization (OIBA)	7,851	4,278
Acquisition and separation related costs	62	296
Gain on sales and disposals of intangible assets, net	(2,486)	(713)
Adjusted operating income before amortization (Adjusted OIBA)	<u>\$ 5,427</u>	<u>\$ 3,861</u>

	Nine Months Ended September 30,	
	2011	2012
Income (loss) from operations	\$ 4,038	\$ (2)
Stock-based compensation	11,408	12,439
Amortization of intangible assets from acquisitions	3,756	3,674
Operating income before amortization (OIBA)	19,202	16,111
Acquisition and separation related costs	1,513	164
Gain on sales and disposals of intangible assets, net	(7,112)	(5,434)
Adjusted operating income before amortization (Adjusted OIBA)	<u>\$13,603</u>	<u>\$10,841</u>



MARCHEX, INC. AND SUBSIDIARIES  
Reconciliation from Net Cash provided by Operating Activities to Adjusted EBITDA  
(in thousands)  
(unaudited)

	Three Months Ended September 30,	
	2011	2012
Net cash provided by operating activities	\$ 4,884	\$ 3,656
Changes in asset and liabilities, net of acquisitions	(128)	811
Income tax expense (benefit)	778	(67)
Acquisition and separation related costs	62	296
Interest expense and other, net	20	28
Excess tax benefits related to stock compensation	802	42
Adjusted EBITDA	<u>\$ 6,418</u>	<u>\$ 4,766</u>
Net cash provided by (used in) investing activities	<u>\$ 1,859</u>	<u>\$ (103)</u>
Net cash provided by (used in) financing activities	<u>\$ 412</u>	<u>\$ (1,592)</u>

	Nine Months Ended September 30,	
	2011	2012
Net cash provided by operating activities	\$ 13,108	\$ 15,590
Changes in asset and liabilities, net of acquisitions	(507)	(2,884)
Income tax expense	1,799	430
Acquisition and separation related costs	1,513	296
Interest (income) expense and other, net	(71)	68
Excess tax benefits related to stock compensation	802	162
Adjusted EBITDA	<u>\$ 16,644</u>	<u>\$ 13,662</u>
Net cash provided by (used in) investing activities	<u>\$(11,330)</u>	<u>\$ 3,123</u>
Net cash used in financing activities	<u>\$ (3,618)</u>	<u>\$(20,622)</u>

MARCHEX, INC. AND SUBSIDIARIES  
Reconciliation of GAAP EPS to Adjusted Non-GAAP EPS  
(in thousands, except per share data)  
(unaudited)

	Three Months Ended September 30,	
	2011	2012
Adjusted Non-GAAP EPS	\$ 0.09	\$ 0.06
Net income (loss) per Class B share applicable to common stockholders—diluted (GAAP EPS)	\$ 0.03	\$ (0.02)
Shares used to calculate diluted net income (loss) per Class B share applicable to common stockholders	35,944	34,106
Net income (loss) applicable to common stockholders	\$ 1,187	\$ (666)
Stock-based compensation	3,952	3,715
Acquisition and separation related costs	62	296
Amortization of intangible assets from acquisitions	1,672	1,055
Gain on sales and disposals of intangible assets, net	(2,486)	(713)
Interest expense and other, net	196	118
Dividends paid to participating securities	66	123
Estimated impact of income taxes	(1,177)	(1,398)
Adjusted Non-GAAP net income applicable to common stockholders	\$ 3,472	\$ 2,530
Adjusted Non-GAAP EPS	\$ 0.09	\$ 0.06
Shares used to calculate diluted net income (loss) per Class B share applicable to common stockholders	35,944	34,106
Weighted average stock options and common shares subject to repurchase or cancellation (if applicable)	—	1,361
Weighted average common shares related to deferred acquisition payments	4,402	4,907
Diluted shares used to calculate Adjusted Non-GAAP EPS (1)	<u>40,346</u>	<u>40,374</u>

- (1) For the purpose of computing the number of diluted shares for non-GAAP EPS, Marchex uses the accounting guidance that would be applicable for computing the number of diluted shares for GAAP EPS.

MARCHEX, INC. AND SUBSIDIARIES  
Reconciliation of GAAP EPS to Adjusted Non-GAAP EPS  
(in thousands, except per share data)  
(unaudited)

	Nine Months Ended September 30,	
	2011	2012
Adjusted Non-GAAP EPS	\$ 0.23	\$ 0.18
Net income (loss) per Class B share applicable to common stockholders—diluted (GAAP EPS)	\$ 0.05	\$ (0.03)
Shares used to calculate diluted net income (loss) per Class B share applicable to common stockholders	35,180	33,879
Net income (loss) applicable to common stockholders	\$ 1,780	\$ (1,124)
Stock-based compensation	11,408	12,439
Acquisition and separation related costs	1,513	164
Amortization of intangible assets from acquisitions	3,756	3,674
Gain on sales and disposals of intangible assets, net	(7,112)	(5,434)
Interest expense and other, net	268	430
Dividends paid to participating securities	191	262
Estimated impact of income taxes	(3,053)	(3,375)
Adjusted Non-GAAP net income applicable to common stockholders	\$ 8,751	\$ 7,036
Adjusted Non-GAAP EPS	\$ 0.23	\$ 0.18
Shares used to calculate diluted net income (loss) per Class B share applicable to common stockholders	35,180	33,879
Weighted average stock options and common shares subject to repurchase or cancellation (if applicable)	—	1,340
Weighted average common shares related to deferred acquisition payments	2,838	4,907
Diluted shares used to calculate Adjusted Non-GAAP EPS (1)	<u>38,018</u>	<u>40,126</u>

- (1) For the purpose of computing the number of diluted shares for non-GAAP EPS, Marchex uses the accounting guidance that would be applicable for computing the number of diluted shares for GAAP EPS.

**MARCHEX, INC. AND SUBSIDIARIES**  
(in thousands)  
(unaudited)

**Reconciliation of GAAP Income (Loss) from Operations to Operating Income before Amortization (OIBA)  
and Adjusted Operating Income Before Amortization (Adjusted OIBA)**

	Quarter Ended					9 months ended	
	9/30/2011	12/31/2011	3/31/2012	6/30/2012	9/30/2012	9/30/2011	9/30/2012
Income (loss) from operations	\$ 2,227	\$ 1,992	\$ (598)	\$ 1,088	\$ (492)	\$ 4,038	\$ (2)
Stock-based compensation	3,952	3,735	3,908	4,816	3,715	11,408	12,439
Amortization of intangible assets from acquisitions	1,672	1,699	1,537	1,082	1,055	3,756	3,674
Operating income before amortization (OIBA)	7,851	7,426	4,847	6,986	4,278	19,202	16,111
Acquisition and separation related costs	62	377	(132)	—	296	1,513	164
Gain on sales and disposals of intangible assets, net	(2,486)	(2,309)	(1,463)	(3,258)	(713)	(7,112)	(5,434)
Adjusted operating income before amortization (Adjusted OIBA)	<u>\$ 5,427</u>	<u>\$ 5,494</u>	<u>\$ 3,252</u>	<u>\$ 3,728</u>	<u>\$ 3,861</u>	<u>\$13,603</u>	<u>\$10,841</u>

**Reconciliation from Net Cash provided by Operating Activities to Adjusted EBITDA**

	Quarter Ended					9 months ended	
	9/30/2011	12/31/2011	3/31/2012	6/30/2012	9/30/2012	9/30/2011	9/30/2012
Net cash provided by operating activities	\$ 4,884	\$ 3,675	\$ 3,954	\$ 7,980	\$ 3,656	\$ 13,108	\$ 15,590
Changes in asset and liabilities, net of acquisitions	(128)	1,727	302	(3,997)	811	(507)	(2,884)
Income tax expense (benefit)	778	814	(80)	577	(67)	1,799	430
Acquisition and separation related costs	62	5	—	—	296	1,513	296
Interest expense and other, net	20	14	19	21	28	(71)	68
Excess tax benefits related to stock compensation	802	229	97	23	42	802	162
Adjusted EBITDA	<u>\$ 6,418</u>	<u>\$ 6,464</u>	<u>\$ 4,292</u>	<u>\$ 4,604</u>	<u>\$ 4,766</u>	<u>\$ 16,644</u>	<u>\$ 13,662</u>
Net cash provided by (used in) investing activities	<u>\$ 1,859</u>	<u>\$ 938</u>	<u>\$ 1,194</u>	<u>\$ 2,032</u>	<u>\$ (103)</u>	<u>\$(11,330)</u>	<u>\$ 3,123</u>
Net cash provided by (used in) financing activities	<u>\$ 412</u>	<u>\$ (2,658)</u>	<u>\$(1,296)</u>	<u>\$(17,734)</u>	<u>\$(1,592)</u>	<u>\$ (3,618)</u>	<u>\$(20,622)</u>

**MARCHEX ANNOUNCES INTENT TO SEPARATE ITS BUSINESS INTO TWO  
PUBLIC COMPANIES**

**Seattle – November 1, 2012** – Marchex, Inc. (NASDAQ: MCHX) announced today that its Board of Directors has authorized management to pursue the separation of its business into two distinct, publicly-traded entities. Upon closing of the proposed tax-free spin-off transaction, Marchex’s existing shareholders would hold interests in: (1) Marchex, a pure play mobile advertising company focused on calls, and (2) Archeo, Inc. (“Archeo”), a premium domain and advertising marketplace. This process is expected to be completed within nine months.

Upon completion of the spin-off transaction, Marchex would be focused purely on mobile and call advertising. Marchex’s products would include its Digital Call Marketplace, a mobile advertising network designed to drive calls to businesses on a pay for call basis; and Marchex Call Analytics, which accurately measures and analyzes results from advertising campaigns designed to drive phone calls.

Archeo intends to develop the industry’s most dynamic domain and advertising marketplace. The domain marketplace intends to pursue a build, buy, sell and partner strategy. The advertising marketplace will continue to place national and local pay-per-click advertisers on premium publishers, and will pursue new advertising types that drive incremental advertiser value. Upon completion of the spin-off transaction, Archeo would be comprised of Marchex’s portfolio of more than 200,000 highly unique and valuable web domains and its vertical pay-per-click network.

“We are excited about the strategic and operational clarity this separation provides,” said Russell C. Horowitz, Marchex’s Chairman and CEO. “Over the past few years, our products and assets have become increasingly divergent and represent two distinct opportunities. Through this separation, we believe that we can unlock shareholder value by giving each business their own focus and resources to grow and fulfill their potential.”

Marchex believes the separation of its business into distinct public companies would allow each company to:

- Enhance its ability to support customers and deliver innovative products in a rapidly-evolving and competitive industry.
- Focus on the priorities and operational opportunities that would maximize its long-term potential.
- Benefit from greater financial and operational flexibility.
- Customize its capital structure, and deploy resources in a manner consistent with the business goals that best enhance value for its respective shareholder group.

### **Transaction Specifics**

It is anticipated that the transaction would be structured as a tax-free pro rata distribution to all shareholders of Marchex with the holders of Marchex Class A common stock receiving Class A common stock in Archeo, and the holders of Marchex Class B common stock receiving Class B common stock in Archeo.

Given the anticipated cash-generation from Archeo, it is expected that the current \$0.035 per share quarterly dividend will be transitioned from Marchex to Archeo, subject to future capital availability.

Upon closing of the transaction, Russell C. Horowitz would serve as Chairman of both companies and as CEO of Marchex. The Marchex executive team will remain in place. Over the next number of months, Archeo will assemble a separate management team and Board of Directors.

Executing the transaction requires further work on structure, management, governance, and other significant matters. Within the next number of months, Marchex's management will develop detailed plans for the Board's further consideration and final approval.

The completion of the spin-off is subject to a number of conditions, including final approval of the transaction by Marchex's Board, receipt of regulatory approvals, favorable tax rulings and or opinions regarding the tax-free nature of the transaction to Marchex and to its shareholders, further due diligence as appropriate, and the filing and effectiveness of appropriate filings with the Securities and Exchange Commission ("SEC"). Marchex will provide interim updates as appropriate. There can be no assurances given that the separation of Marchex's business as described in this announcement will occur.

Additional financial information is attached.

### **Conference Call and Webcast Information**

Management will hold a conference call, starting at 5:00 p.m. ET on Thursday, November 1, 2012, to discuss the proposed plan in conjunction with the discussion of Marchex's third quarter ended September 30, 2012 financial results. Access to the live webcast will be available on the Investors section of the Marchex's website ([www.marchex.com](http://www.marchex.com)). An archived version of the webcast will also be available at the same location, beginning two hours after completion of the call.

### **About Marchex**

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

Marchex supports its customers through a unique technology platform that has three primary components: (1) Call Analytics, which powers all of our advertising solutions,

and allows partners to leverage data and insights that accurately measure the performance of mobile, online and offline call advertising; (2) Digital Call Marketplace, which annually connects millions of consumer calls to our advertisers from a range of mobile and online sources on a Pay For Call basis; and (3) Local Leads, a white-labeled, full service digital advertising solution for small business resellers that drives quality phone calls and other leads to their small business advertisers.

Marchex is based in Seattle. To learn more, please visit [www.marchex.com/products](http://www.marchex.com/products).

To learn more about this transaction, please visit [www.marchex.com/archo](http://www.marchex.com/archo).

### **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 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 November 1, 2012 and Marchex undertakes no duty to update the information provided herein.

### **Non-GAAP Financial Information**

To supplement Marchex's consolidated financial statements presented in accordance with GAAP and to provide clarity internally and externally, Marchex uses certain non-GAAP measures of financial performance and liquidity, including OIBA, Adjusted OIBA, Adjusted EBITDA, Revenue with Domain Sales, Adjusted OIBA and EBITDA with Domain Sales and Adjusted non-GAAP EPS.

OIBA represents income (loss) from operations plus (1) stock-based compensation expense and (2) amortization of intangible assets from acquisitions. This measure,

among other things, is one of the primary metrics by which Marchex evaluates the performance of its business. Additionally, Marchex's management uses Adjusted OIBA, which excludes any gain/loss on sales and disposals of intangible assets for each asset and acquisition and separation related costs as these items are not indicative of Marchex's recurring core operating results. Adjusted OIBA is the basis on which Marchex's internal budgets are based and by which Marchex's management is currently evaluated. Marchex believes these measures are useful to investors because they represent Marchex's consolidated operating results, taking into account depreciation and other intangible amortization, which Marchex believes is an ongoing cost of doing business, but excluding the effects of certain other expenses or gain/loss such as stock-based compensation, amortization of intangible assets from acquisitions, acquisition and separation related costs and gain/loss on sales and disposals of intangible assets. Adjusted EBITDA represents income (loss) before interest, income taxes, depreciation, amortization, stock compensation expense, acquisition and separation related costs and gain/loss on sales and disposals of intangible assets. Marchex believes that Adjusted EBITDA is another alternative measure of liquidity to GAAP net cash provided by operating activities that provides meaningful supplemental information regarding liquidity and is used by Marchex's management to measure its ability to fund operations and its financing obligations. In conjunction with the spin-off, Marchex has also presented Revenue with Domain Sales, Adjusted OIBA and EBITDA with Domain Sales. Revenue with Domain Sales represents revenue plus sales proceeds from the sale of intangible domain assets and Adjusted OIBA and EBITDA with Domain Sales includes the above descriptions of Adjusted OIBA and EBITDA plus the gain/loss on sales and disposals of intangible assets. It is anticipated upon completion of the spin-off, that Archeo will further its domain marketplace business initiative to buy and sell domains which differs from Marchex's historical approach to intangible asset transactions. Accordingly, it is anticipated upon Archeo fully engaging in this business initiative, sales proceeds from intangible domain assets may be presented as revenue prospectively. Financial analysts and investors may use the non-GAAP historical Revenue with Domain Sales, Adjusted OIBA and EBITDA with Domain Sales to help with comparative financial evaluation to make informed investment decisions.

Adjusted non-GAAP EPS represents adjusted non-GAAP Net Income applicable to common stockholders divided by GAAP diluted shares outstanding. Adjusted non-GAAP Net Income applicable to common stockholders generally captures those items on the statement of operations that have been, or ultimately will be, settled in cash exclusive of certain items that are not indicative of Marchex's recurring core operating results and represents net income (loss) applicable to common stockholders plus the net of tax effects of: (1) stock-based compensation expense, (2) amortization of intangible assets from acquisitions, (3) gain/loss on sales and disposals of intangible assets, (4) acquisition and separation related costs, (5) interest and other income (expense), and (6) dividends paid to participating securities. Financial analysts and investors may use Adjusted non-GAAP EPS to analyze Marchex's financial performance since these groups have historically used EPS related measures, along with other measures, to estimate the value of a company, to make informed investment decisions, and to evaluate a company's operating performance compared to that of other companies in its industry.



Marchex's management believes that investors should have access to, and Marchex is obligated to provide, the same set of tools that management uses in analyzing the company's results. These non-GAAP measures should be considered in addition to results prepared in accordance with GAAP, and should not be considered in isolation, as a substitute for, or superior to, GAAP results. Marchex's non-GAAP financial measures may be defined differently from time to time and may be defined differently than similar titled terms used by other companies, and accordingly, care should be exercised in understanding how Marchex defines its non-GAAP financial measures in this release. Marchex endeavors to compensate for the limitations of the non-GAAP measures presented by providing the comparable GAAP measure with equal or greater prominence, GAAP financial statements, and detailed descriptions of the reconciling items and adjustments, including quantifying such items, to derive the non-GAAP measure.

**MARCHEX, INC. AND SUBSIDIARIES**  
**Financial Summary**  
**(in thousands)**  
**(unaudited)**

	Quarter Ended					9 months ended	
	9/30/2011	12/31/2011	3/31/2012	6/30/2012	9/30/2012	9/30/2011	9/30/2012
<b>Marchex—Consolidated</b>							
Revenue	\$39,862	\$ 39,023	\$35,481	\$34,013	\$34,822	\$ 107,703	\$ 104,316
Revenue with Domain Sales	\$42,359	\$ 41,344	\$36,955	\$37,282	\$35,535	\$ 114,856	\$ 109,772
Adjusted OIBA	\$ 5,427	\$ 5,494	\$ 3,252	\$ 3,728	\$ 3,861	\$ 13,603	\$ 10,841
Adjusted EBITDA	\$ 6,418	\$ 6,464	\$ 4,292	\$ 4,604	\$ 4,766	\$ 16,644	\$ 13,662
Adjusted OIBA with Domain Sales	\$ 7,913	\$ 7,803	\$ 4,715	\$ 6,986	\$ 4,574	\$ 20,715	\$ 16,275
Adjusted EBITDA with Domain Sales	\$ 8,904	\$ 8,773	\$ 5,755	\$ 7,862	\$ 5,479	\$ 23,756	\$ 19,096
<b>Call-Driven and Other (1)</b>							
Revenue	\$28,555	\$ 28,313	\$26,655	\$27,481	\$29,263	\$ 73,517	\$ 83,399
Adjusted OIBA	\$ 2,731	\$ 2,379	\$ 878	\$ 2,265	\$ 2,839	\$ 5,468	\$ 5,982
Adjusted EBITDA	\$ 3,359	\$ 2,998	\$ 1,578	\$ 2,968	\$ 3,604	\$ 7,322	\$ 8,150
<b>Archeo (1)</b>							
Revenue	\$11,307	\$ 10,710	\$ 8,826	\$ 6,532	\$ 5,559	\$ 34,186	\$ 20,917
Revenue with Domain Sales	\$13,804	\$ 13,031	\$10,300	\$ 9,801	\$ 6,272	\$ 41,339	\$ 26,373
Adjusted OIBA	\$ 2,696	\$ 3,115	\$ 2,374	\$ 1,463	\$ 1,022	\$ 8,135	\$ 4,859
Adjusted EBITDA	\$ 3,059	\$ 3,466	\$ 2,714	\$ 1,636	\$ 1,162	\$ 9,322	\$ 5,512
Adjusted OIBA with Domain Sales	\$ 5,182	\$ 5,424	\$ 3,837	\$ 4,721	\$ 1,735	\$ 15,247	\$ 10,293
Adjusted EBITDA with Domain Sales	\$ 5,545	\$ 5,775	\$ 4,177	\$ 4,894	\$ 1,875	\$ 16,434	\$ 10,946

1 The financial results for Call-Driven and Archeo are preliminary and have been derived from the unaudited consolidated financial statements of Marchex, Inc. for all periods presented. The unaudited Call-Driven and Archeo financial results include certain expenses of Marchex which were allocated for certain functions, including general corporate expenses related to finance, legal, information technology, human resources, compliance, shared services, insurance, and employee benefits and incentives. However, these allocations may not be indicative of the actual expenses that would have incurred as two separate stand-alone entities or of the costs expected to be incurred in the future. As such, the financial results included herein may not necessarily reflect the results of operations or cash flows in the future or what the results of operations or cash flows would have been had Archeo been an independent company during the periods presented.

**MARCHEX, INC. AND SUBSIDIARIES**  
**Reconciliation to Reported Financial and Non-GAAP Information**  
(in thousands)  
(unaudited)

	Quarter Ended					9 months ended	
	9/30/2011	12/31/2011	3/31/2012	6/30/2012	9/30/2012	9/30/2011	9/30/2012
<b>Revenue</b>							
Consolidated—as reported	\$39,862	\$ 39,023	\$35,481	\$34,013	\$34,822	\$ 107,703	\$ 104,316
Add: Domain Sales	2,497	2,321	1,474	3,269	713	7,153	5,456
Consolidated with Domain Sales (1)	<u>42,359</u>	<u>41,344</u>	<u>36,955</u>	<u>37,282</u>	<u>35,535</u>	<u>114,856</u>	<u>109,772</u>
Less: Archeo with Domain Sales (3)	13,804	13,031	10,300	9,801	6,272	41,339	26,373
Other	—	—	182	158	165	—	505
Call-Driven (3)	<u>\$28,555</u>	<u>\$ 28,313</u>	<u>\$26,473</u>	<u>\$27,323</u>	<u>\$29,098</u>	<u>\$ 73,517</u>	<u>\$ 82,894</u>
<b>Adjusted OIBA</b>							
Consolidated—as reported	\$ 5,427	\$ 5,494	\$ 3,252	\$ 3,728	\$ 3,861	\$ 13,603	\$ 10,841
Add: Gain on Domain Sales	2,486	2,309	1,463	3,258	713	7,112	5,434
Consolidated with Domain Sales (2)	<u>7,913</u>	<u>7,803</u>	<u>4,715</u>	<u>6,986</u>	<u>4,574</u>	<u>20,715</u>	<u>16,275</u>
Less: Archeo with Domain Sales (2)	5,182	5,424	3,837	4,721	1,735	15,247	10,293
Other	—	—	72	99	95	—	266
Call-Driven (3)	<u>\$ 2,731</u>	<u>\$ 2,379</u>	<u>\$ 806</u>	<u>\$ 2,166</u>	<u>\$ 2,744</u>	<u>\$ 5,468</u>	<u>\$ 5,716</u>
<b>Adjusted EBITDA</b>							
Consolidated—as reported	\$ 6,418	\$ 6,464	\$ 4,292	\$ 4,604	\$ 4,766	\$ 16,644	\$ 13,662
Add: Gain on Domain Sales	2,486	2,309	1,463	3,258	713	7,112	5,434
Consolidated with Domain Sales (2)	<u>8,904</u>	<u>8,773</u>	<u>5,755</u>	<u>7,862</u>	<u>5,479</u>	<u>23,756</u>	<u>19,096</u>
Less: Archeo with Domain Sales (2)	5,545	5,775	4,177	4,894	1,875	16,434	10,946
Other	—	—	72	99	95	—	266
Call-Driven (3)	<u>\$ 3,359</u>	<u>\$ 2,998</u>	<u>\$ 1,506</u>	<u>\$ 2,869</u>	<u>\$ 3,509</u>	<u>\$ 7,322</u>	<u>\$ 7,884</u>

- 1 Consolidated revenue with Domain Sales is a non-GAAP measure of financial results and includes sales proceeds from sales of intangible domain assets.
- 2 Adjusted OIBA and EBITDA and each with Domain Sales, are non-GAAP measures of operating results and liquidity. Adjusted OIBA and EBITDA with Domain Sales include net gains from the sales of intangible assets.
- 3 The financial results for Call-Driven and Archeo are preliminary and have been derived from the unaudited consolidated financial statements of Marchex, Inc. for all periods presented. The unaudited Call-Driven and Archeo financial results include certain expenses of Marchex which were allocated for certain functions, including general corporate expenses related to finance, legal, information technology, human resources, compliance, shared services, insurance, and employee benefits and incentives. However, these allocations may not be indicative of the actual expenses that would have incurred as two separate stand-alone entities or of the costs expected to be incurred in the future. As such, the financial results included herein may not necessarily reflect the results of operations or cash flows in the future or what the results of operations or cash flows would have been had Archeo been an independent company during the periods presented.

# Marchex Summary

November 2012



# SAFE HARBOR STATEMENT

This presentation contains forward-looking statements that involve substantial risks and uncertainties. All statements, other than statements of historical facts, included in this presentation 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 announced spin-off transaction which contemplates a separation of our mobile and call advertising business and our domain and advertising marketplace business, 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 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 Securities and Exchange Commission. All of the information provided in this presentation is as of today's date and we undertake no duty to update the information provided herein.

# Marchex – The Biggest Mobile Advertising Company Most People Don't Know

## Large Market Opportunity

Businesses spend billions to generate phone calls – more dollars are shifting to mobile

## Significant Mobile Reach

Mobile drives our growth and opportunity

## Proprietary Technology

Proprietary Call Analytics and advertising platform drive insights and performance

## Advertiser Diversity

National and local advertisers across rich vertical categories

## Business Scale

Performance-based advertising model in mobile, Pay For Call, with a run-rate approaching \$120MM on an annualized basis\*

\*Calculated based on Marchex call-driven revenue for the quarter ended September 30, 2012.

[www.marchex.com](http://www.marchex.com)



# Marchex is a Mobile Advertising Company Focused on Calls

**MARCHEX**

=



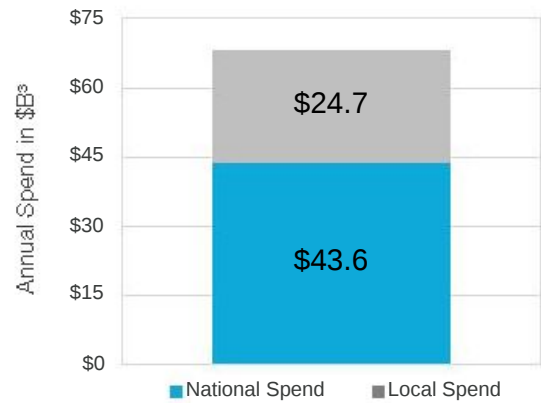
Marchex makes  
the phone ring

# Businesses Need Calls and Spend Billions to Get Them

**65%** of businesses value calls most over other advertising outcomes.<sup>2</sup> Why?

- Higher conversion rates - up to 10x greater than clicks
- More valuable customers - people often want to talk to someone before they buy high-value or complex products
- Human connection - 77% of consumers who abandoned an online purchase did so because of the inability to speak with someone<sup>4</sup>

National and local businesses are spending \$68 Billion annually on Calls<sup>1</sup> from potential customers – from online and offline channels



Source:

1 BIA/Kelsey, June 2012.

2 Google Mobile Data.

3 Over half of this is currently in offline spend, such as Yellow Pages and print.

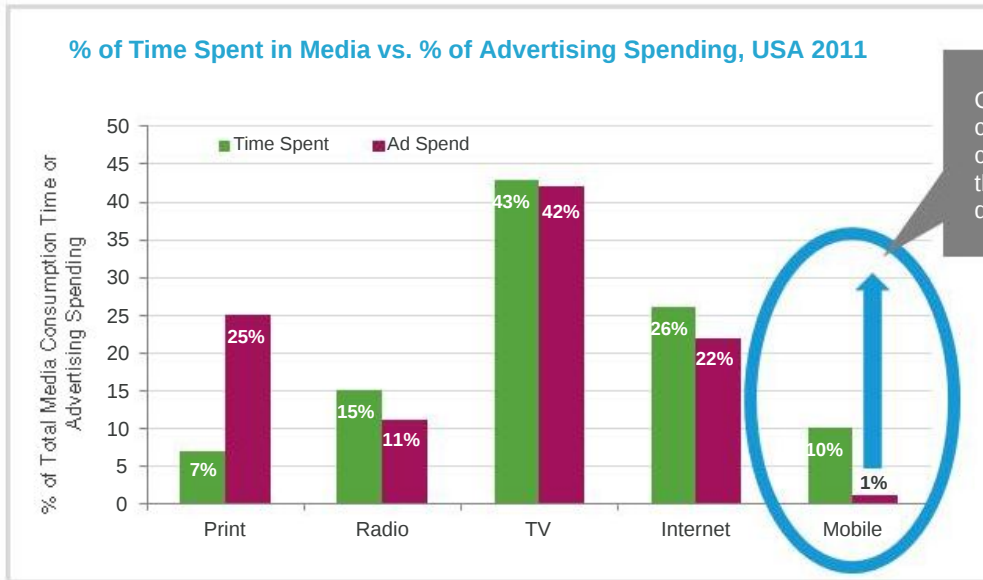
4 Forrester Research, 2011.

[www.marchex.com](http://www.marchex.com)

**MARCHEX**



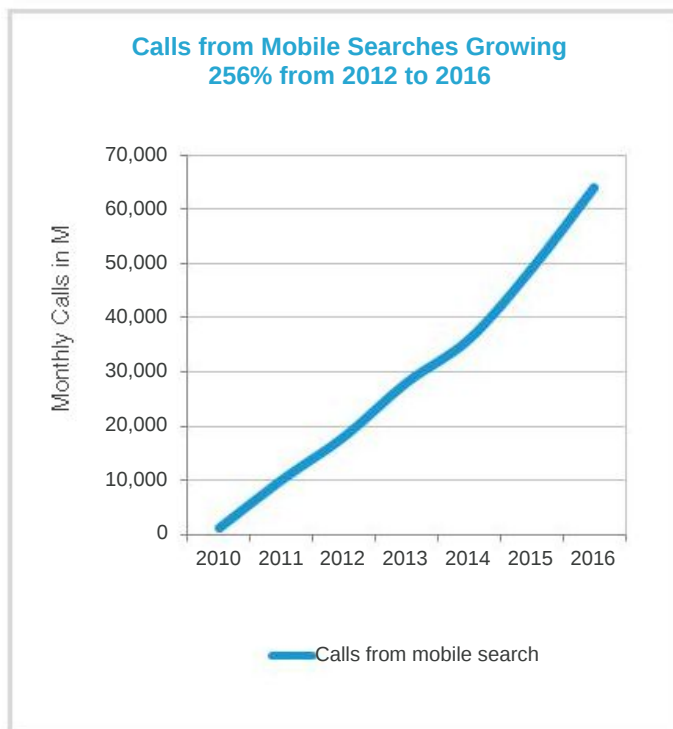
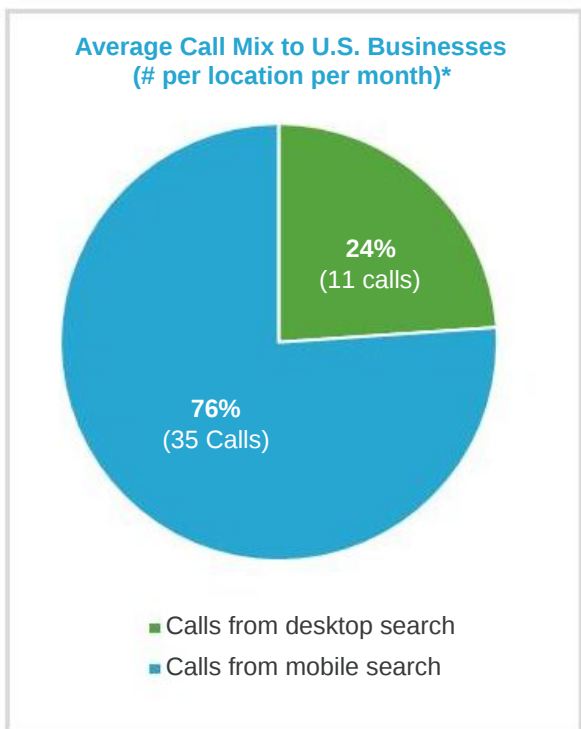
# Mobile Ad Spend is Expected to Grow +300% to \$11 Billion in 2016 from 2012 as Advertiser Spend Follows Consumer Media Time



Offline dollars spent on calls will shift to where consumers are spending their time – mobile devices

Note: \*Internet (excl. mobile) advertising reached \$30B in USA in 2011 per IAB. Mobile advertising reached \$1.6B per IAB in 2011. Print includes newspaper and magazine. Source: Time spent and ad spend share data eMarketer. Mobile Forecast: eMarketer. US Mobile Ad Spending Soars Past Expectations. 2012 mobile ad spend forecast is \$2.6B per eMarketer.

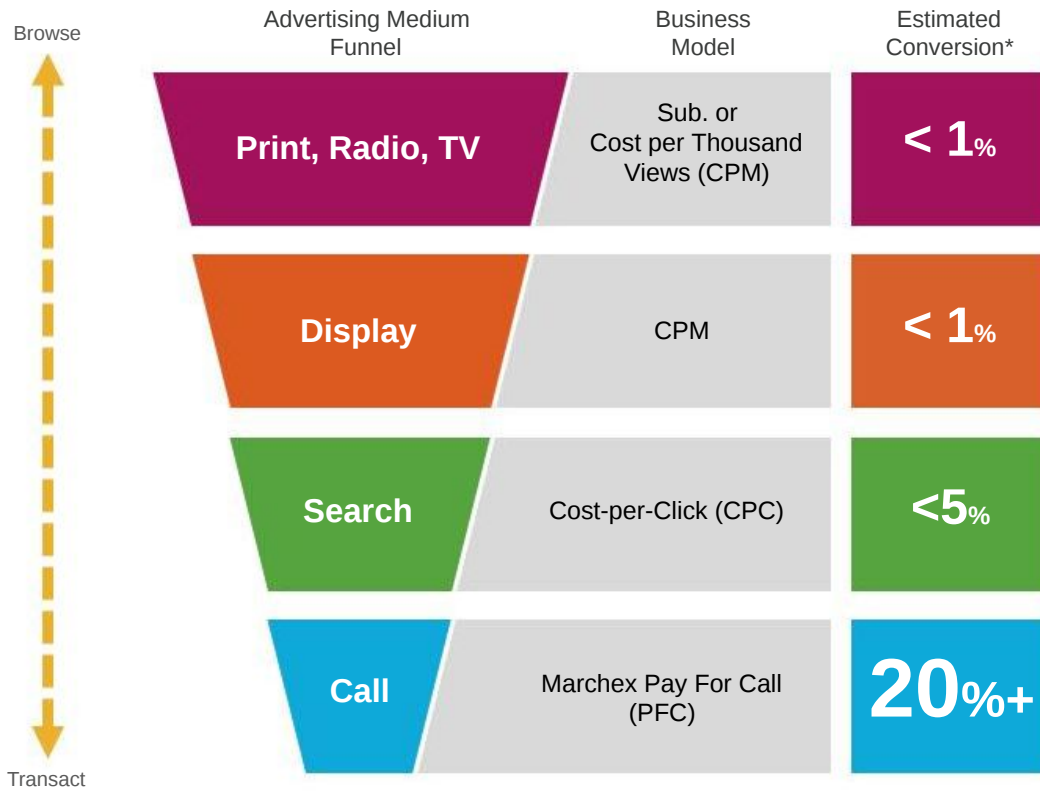
# Consumers Call Businesses from Mobile Searches More than Desktop and that Number is Growing



Source: BIA/Kelsey, June 2012.

\* Data from 2011 advertisers. Calls from Desktop search were measured with call tracking numbers.

# And Calls are the Highest Converting Advertising Outcome for Many Businesses



Source: Marchex Internal Data.

[www.marchex.com](http://www.marchex.com)



# Marchex Solves Three Big Mobile Advertiser Challenges



## Volume

Mobile is fragmented – advertisers need many publishers to drive scale



## Quality

Many clicks or calls on a mobile device are accidental or spam



## Performance

Understanding and measuring results from calls is critical to driving high return on investment

# Marchex Addresses Mobile Advertising with Two Products that Drive and Measure Sales through Phone Calls

## Digital Call Marketplace (DCM)

Mobile ad network that delivers phone calls to businesses on a Pay For Call basis. MCA provides analysis of the results.

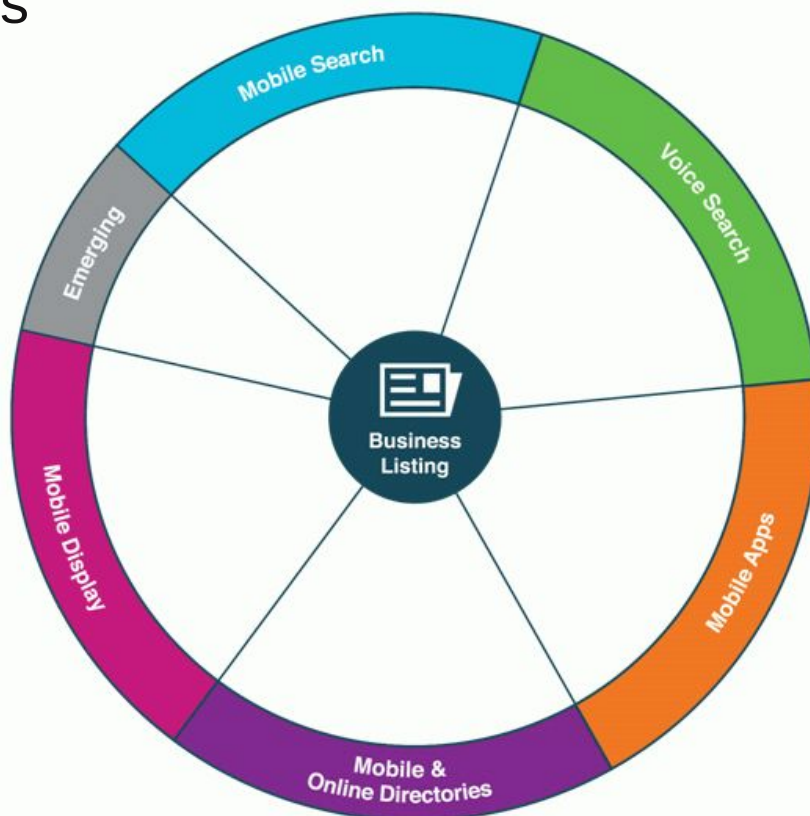


## Marchex Call Analytics (MCA)

Technology platform that measures and analyzes phone calls.



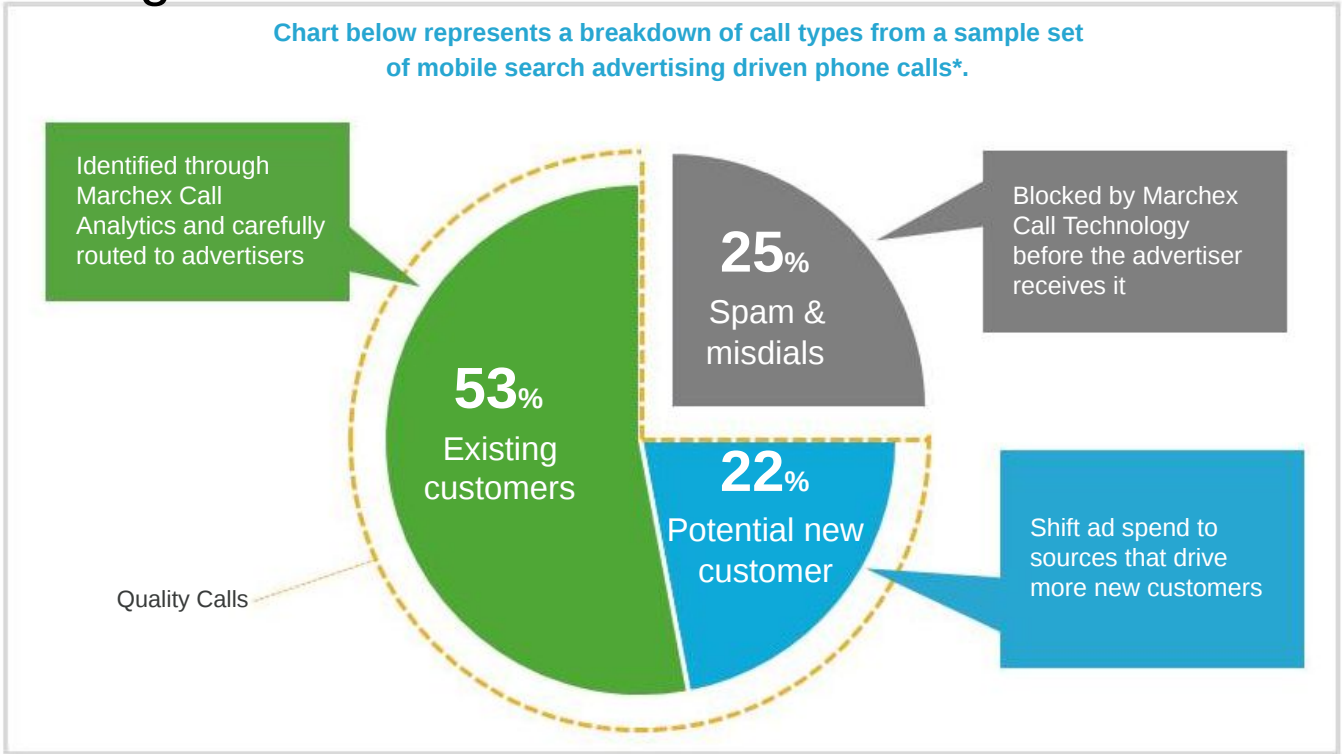
# Marchex has Significant Mobile Reach Generated Through a Broad Range of Mobile Publisher Sources



+100 sources in the Marchex Digital Call Marketplace, so advertisers can reach mobile consumers everywhere they search.

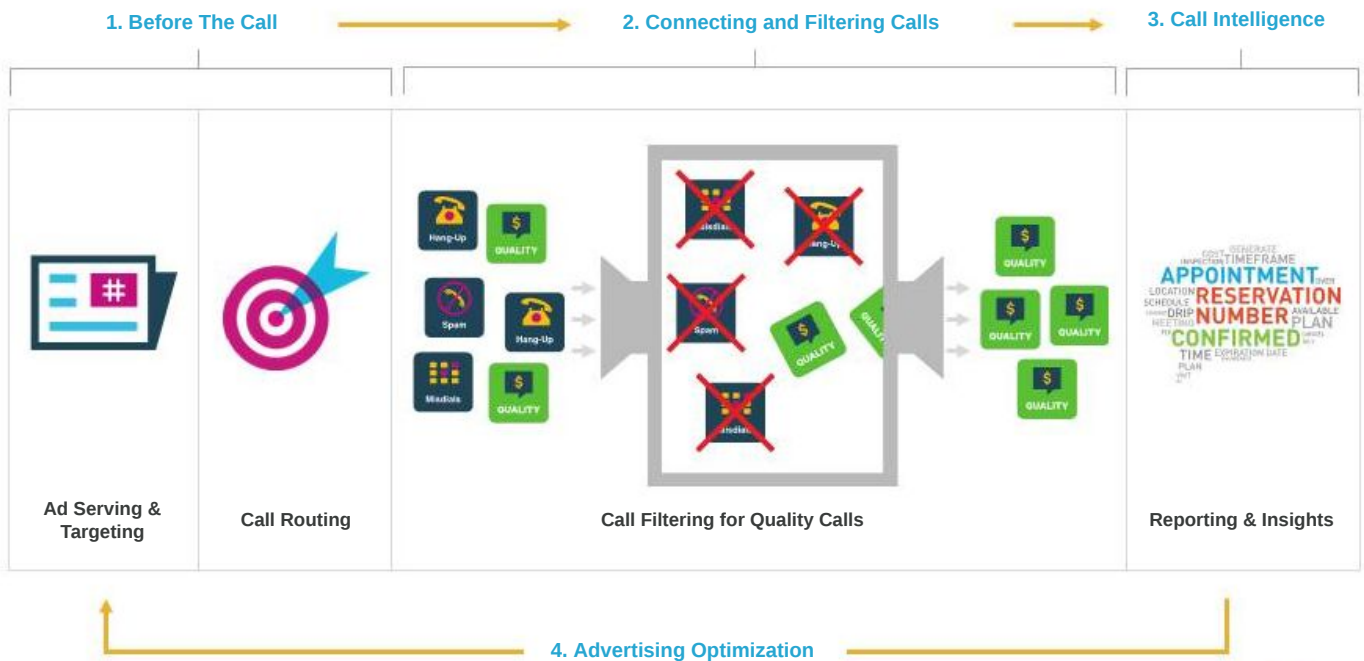
# Cost Effective Customer Acquisition in Mobile Advertising Requires Measurement and Intelligence

Chart below represents a breakdown of call types from a sample set of mobile search advertising driven phone calls\*.



Distribution of call types varies across Marchex mobile distribution channels.  
\*Sample includes hundreds of thousands of calls.

# Marchex's Technology Targets In-Market Consumers, Filters Callers for Quality, Measures and Analyzes Outcomes, and Leverages Insights to Improve Performance





# Investment in Call Analytics Provides Actionable Insights to Drive Performance

We leverage our proprietary Call Analytics to measure and analyze all actions on the call

- Automatically recognize key phrases in conversations
- Dynamically improve business and operational performance based on this data
  - Top competitors mentioned
  - Top features mentioned
  - Top objections
- Optimize advertising campaigns in real time
  - Demographics
  - Keywords
  - Hours of operation



# The Result is Increased Call Volume from Mobile Consumers and a Higher Return on Investment

A Leading International  
Hotel Chain

**14:1**

Return On Ad  
Spend (ROAS)

A Prominent  
Insurance Provider

**40%**

Reduction in  
Cost Per  
Acquisition over  
6-months

# Our Products Provide Mobile Advertising Solutions for National & Local Businesses in Dozens of Categories



Auto



Cable & Satellite



Education



Health



Home Services



Insurance



Real Estate



Travel



Local (SMB)

# Spin-Off Transaction & Archeo Summary

November 2012



# SAFE HARBOR STATEMENT

This presentation contains forward-looking statements that involve substantial risks and uncertainties. All statements, other than statements of historical facts, included in this presentation 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 announced spin-off transaction which contemplates a separation of our mobile and call advertising business and our domain and advertising marketplace business, 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 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 Securities and Exchange Commission. All of the information provided in this presentation is as of today's date and we undertake no duty to update the information provided herein.

# Transaction Overview

- Marchex intends to pursue the separation of its business into two distinct, publicly-traded entities: Marchex and Archeo
- Archeo shares will be distributed to existing Marchex shareholders in a tax-free spin-off transaction on a pro rata basis
- Archeo will operate independently with a new management team
- Subject to Board approval over the coming months

# Rationale for Company Separation

**Allow both Marchex and Archeo to increase strategic focus, build on unique assets and accelerate growth**

## **Marchex**

Pure play mobile advertising company focused on pay for call advertising and analytics

## **Archeo**

Premium domain and advertising marketplace that enables for the buying, selling and development of digital properties and ad inventory

# Archeo's Assets – An Opportunity to Unlock Value

Rich Assets + Ability to Monetize = Strategic Flexibility

200,000+ best-in-class domains with very meaningful value

Significant domain inventory provides a long-term sales window

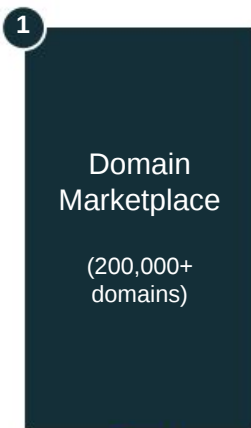
Potential to build out more proprietary sites

Unique, premium advertising marketplace with multiple growth catalysts



# Archeo Business Opportunity

## Products



## Growth Catalysts

### Resource the Domain Marketplace

- Opportunistically buy domain names to support our marketplace
- Sell more domains by accessing new sales channels
- Selectively develop digital properties to add to our advertising marketplace



### Expand Advertising Marketplace

- Innovative new products and technology
- Expand on the existing premium publisher partnerships
- Leverage proprietary digital properties to increase advertising sales

# 1 The Domain Aftermarket is a Big Business

Total value for Top-500 traditional Domain Names sold is ~\$300 MM, an average of more than \$600k per domain`



Source: <http://www.domaining.com/topsales/>

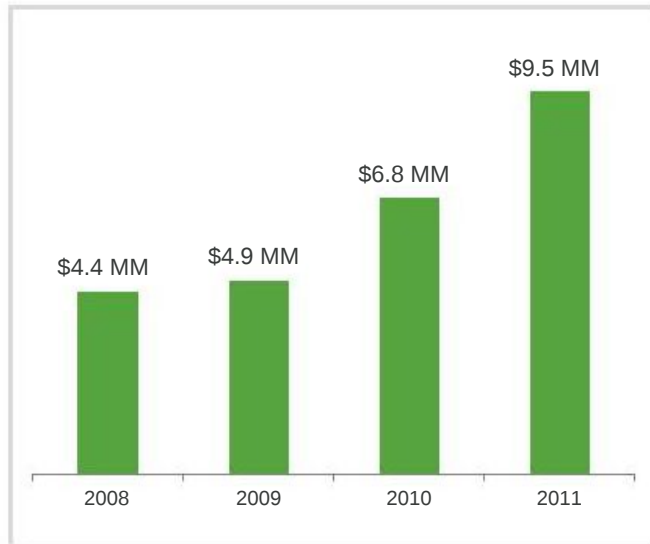
www.marchex.com



# 1 Archeo Domain Marketplace (as Marchex) has Successfully Monetized Domains with Limited Resources

With one dedicated sales resource, Marchex has generated more than \$30 million in domain sales, representing less than 5% of the total domain portfolio

## Marchex Historical Annual Domain Sales



## Selected Sales



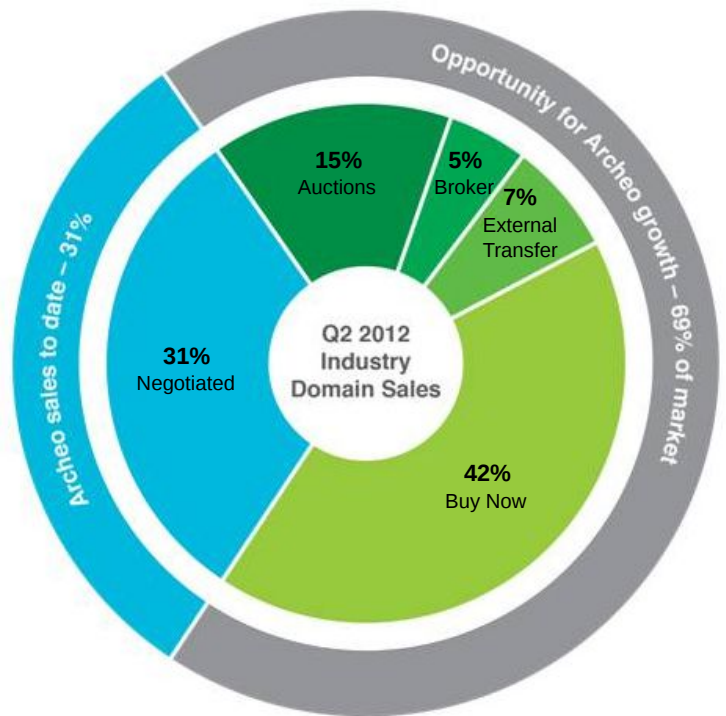
2012 Marchex Historical Domain sales for the 9 months ended 9/30/12 are \$5.4 MM.  
See list of Marchex Historical Top 500 sales and current owned domains for more detail.

[www.marchex.com](http://www.marchex.com)



# 1 Archeo will Accelerate Domain Sales by Accessing New Sales Channels

- To date, all Marchex historical domain sales have been through the Negotiated sales channel
- With additional resources, Archeo will accelerate Negotiated sales
- Additional opportunities include:
  - Accessing the Buy-Now Market for incremental revenue opportunity
  - Entering the Auctions, External Transfer and Broker sales channels



\*SEDO Q2 2012 Domain Report

[www.marchex.com](http://www.marchex.com)



# 1 Archeo Domain Marketplace will Selectively Develop Digital Properties to Increase Value

- Leverage selected premium domains for development internally and through partnership
- Innovate with design and content to create valuable consumer experiences
- Use proprietary data and analytics to inform priorities for growth

## Potential Candidates for Development

<b>Home &amp; Remodeling</b> <ul style="list-style-type: none"><li>▪ Remodeling.com</li><li>▪ Locksmiths.com</li><li>▪ Theft.com</li></ul>	<b>Business &amp; Finance</b> <ul style="list-style-type: none"><li>▪ Corporations.com</li><li>▪ AnnualReport.com</li><li>▪ CurrencyExchange.com</li></ul>	<b>Spanish</b> <ul style="list-style-type: none"><li>▪ Mujer.com</li><li>▪ Deportes.com</li><li>▪ Salud.com</li></ul>
<b>Debts/Insurance</b> <ul style="list-style-type: none"><li>▪ Debts.com</li><li>▪ Refinancing.com</li><li>▪ InsuranceDeals.com</li></ul>	<b>Real Estate</b> <ul style="list-style-type: none"><li>▪ HomeInspections.com</li><li>▪ HomeMovers.com</li><li>▪ HomeLenders.com</li></ul>	<b>Miscellaneous</b> <ul style="list-style-type: none"><li>▪ Cuisine.com</li><li>▪ Toddler.com</li><li>▪ Beijing.com</li></ul>

Large sample of current owned Archeo domains is available at [www.marchex.com/archo](http://www.marchex.com/archo)

## 2 Archeo will Expand its Current Advertising Marketplace Capabilities

- **Optimize existing business:** Continue to place national and local pay-per-click advertisers on premium publishers

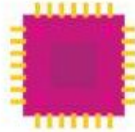
### Current Premium Publisher Partner Verticals



Business &  
Finance



Human  
Resources



Technology

### Proprietary Publishing Opportunities

#### Education

- BestColleges.com
- 50States.com

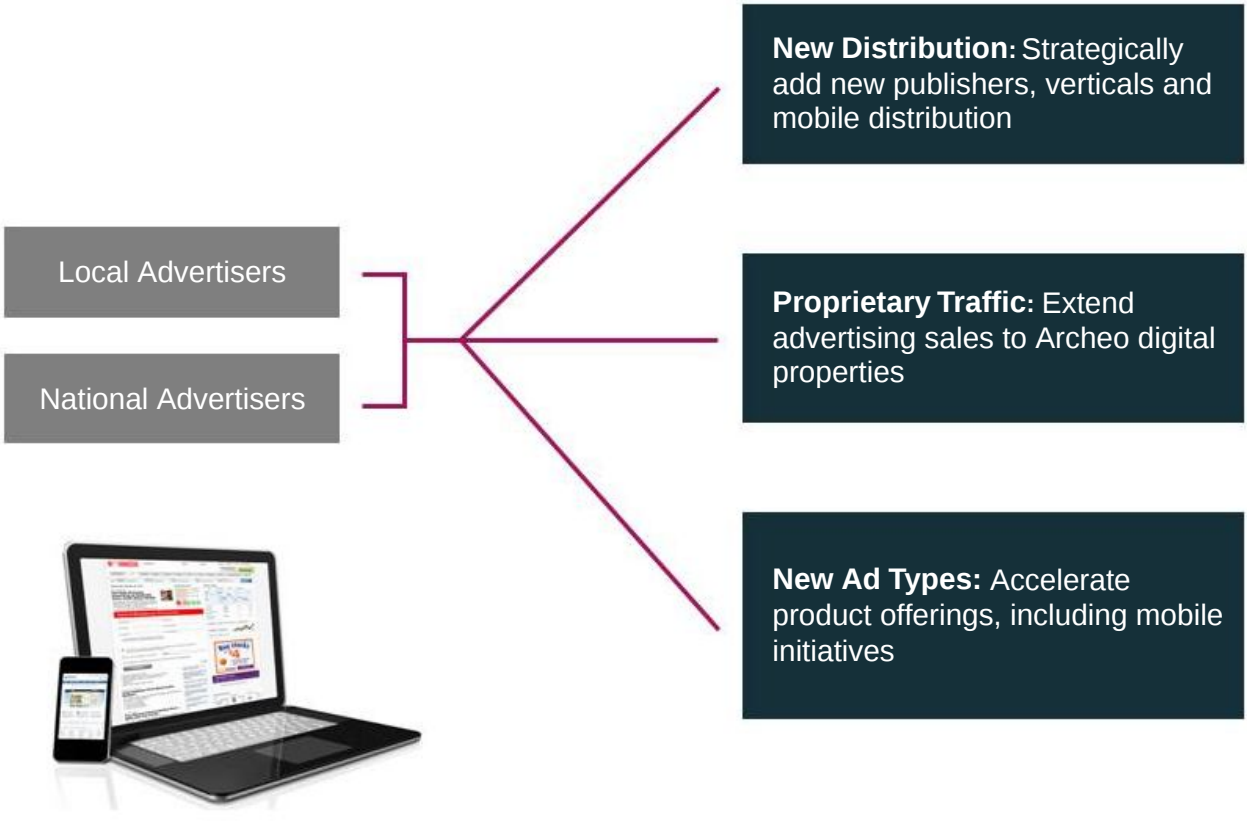
#### Finance

- Refinancing.com
- Debts.com

#### Local

- Yellow.com
- AreaConnect.com

## 2 Archeo will Grow its Advertising Marketplace



# What's to Come for Archeo

## People

- Initial team already onboard for the transition from Marchex
- Will invest in experienced management
- Will continue to build out sales and engineering teams

## Technology

- Develop additional tools necessary to deliver on the domain marketplace strategy
- Accelerate advertising product innovation to develop new offerings for our customers
- Continue to derive proprietary data and analytics to inform priorities for growth



# Reference Material



# Additional Information

Resources available at [www.marchex.com/archo](http://www.marchex.com/archo)

- Marchex Summary
- Industry Top 500 Domain Sales
- Marchex Historical Top 500 Domain Sales
- Archo Sample Current Domains

# Marchex Historical Top 500 Domain Sales

November 2012



# Marchex Historical Top 500 Domain Sales: 1-50 Listed: Page 1 of 10

	DOMAIN	SOLD PRICE
	Norwegian.com	\$700,000
	Exterminator.com	\$520,000
	Vuelos.com	\$500,775
	LocalDeals.com	\$500,000
	Matrimony.com	\$500,000
	BlockParty.com	\$300,000
	Na.com	\$275,000
	Giggle.com	\$250,000
	UniversalSports.com	\$250,000
	CalorieCount.com	\$250,000
	Dominio.com	\$250,000
	FreeScore.com	\$200,000
	MyEducation.com	\$200,000
	FreeScores.com	\$200,000
	SexyLingerie.com	\$190,000
	MovingCompany.com	\$155,000
	BusinessForSale.com	\$150,000
	DrugTreatment.com	\$150,000
	Isbn.com	\$140,000
	HearingLoss.com	\$130,000
1	PortlandNow.com	\$125,000
1	SeattleNow.com	\$125,000
	CreditCards.org	\$125,000
	Liuxue.com	\$125,000
	CoffeeTable.com	\$125,000

1: These are part of a package sale totaling \$250,000

	DOMAIN	SOLD PRICE
	Humidifiers.com	\$125,000
	UltimateRewards.com	\$120,000
	Dhr.com	\$120,000
	Mine.com	\$120,000
2	252.com	\$117,778
2	444.com	\$117,778
2	880.com	\$117,778
2	8808.com	\$117,778
2	8008.com	\$117,778
	242.com	\$111,111
	Afar.com	\$100,000
	Chromium.org	\$100,000
	PeoplePower.com	\$100,000
	MegaLive.com	\$100,000
	ConsumerCredit.org	\$100,000
	HumanEnergy.com	\$100,000
	StickerBook.com	\$100,000
	Beget.com	\$100,000
	RegisteredAgents.com	\$100,000
	EasyDate.com	\$100,000
	GradNet.com	\$100,000
	Endorse.com	\$100,000
	MyApp.com	\$100,000
	MyDeals.com	\$100,000
	MundoDeportivo.com	\$95,000

2: These are part of a package sale totaling \$588,888.89

## Marchex Historical Top 500 Domain Sales: 51-100 Listed: Page 2 of 10

DOMAIN	SOLD PRICE
Aag.com	\$95,000
Sobi.com	\$90,000
Foodie.com	\$90,000
DreamBody.com	\$90,000
iTruck.com	\$85,000
TheD.com	\$85,000
Anxiety.org	\$85,000
ConsumerDirect.com	\$80,000
BattleField.com	\$80,000
PaiMai.com	\$80,000
FishOil.com	\$80,000
Abh.com	\$75,000
PolishOp.com	\$75,000
YouToo.com	\$75,000
AmazingWorld.com	\$75,000
DiscountAutoInsurance.com	\$75,000
FortuneOnline.com	\$75,000
AirAustralia.com	\$75,000
ShortSales.com	\$75,000
MyAdvantage.com	\$75,000
LoveBook.com	\$75,000
VegasWorld.com	\$75,000
BestOfNewYork.com	\$70,000
Iceo.com	\$70,000
PriceDrops.com	\$70,000

3: These are part of a package sale totaling \$115,000

DOMAIN	SOLD PRICE
EstrellaDigital.com	\$69,671
Loto.com	\$65,758
TheCookingChannel.com	\$65,000
LiveShare.com	\$65,000
Wehr.com	\$65,000
Likeness.com	\$65,000
Tswj.com	\$64,678
TheOpen.com	\$64,500
Ifrs.org	\$63,000
VisitItaly.com	\$61,200
DietTv.com	\$60,000
HealthLand.com	\$60,000
519.com	\$60,000
LingerieClub.com	\$60,000
CarWise.com	\$60,000
MedClub.com	\$60,000
KitchenSink.com	\$57,500
3 Cocaine.net	\$57,500
3 Detox.net	\$57,500
4 Byzantine.com	\$57,143
4 CoolJokes.com	\$57,143
4 CoolMovies.com	\$57,143
4 CoolVideos.com	\$57,143
4 CrazyGames.com	\$57,143
4 MonkeyGames.com	\$57,143

4: These are part of a package sale totaling \$400,000

## Marchex Historical Top 500 Domain Sales: 101-150 Listed: Page 3 of 10

	<b>DOMAIN</b>	<b>SOLD PRICE</b>		<b>DOMAIN</b>	<b>SOLD PRICE</b>
4	WordGames.com	\$57,143		eTao.com	\$50,000
	vState.com	\$55,000		DfwRealEstate.com	\$50,000
	Xiu.com	\$55,000		CardSafe.com	\$50,000
	SingALong.com	\$55,000		RetireSmart.com	\$50,000
	FireApparatus.com	\$55,000		FamilyTree.org	\$50,000
	OneWeek.com	\$52,016		MyBag.com	\$50,000
	BingoUsa.com	\$51,500		BestDirect.com	\$50,000
	Callers.net	\$50,000		YouMag.com	\$50,000
	Tiwi.com	\$50,000		FirstBorn.com	\$50,000
	Quotes.net	\$50,000		Terrain.com	\$50,000
	QuickHit.com	\$50,000		TraderNet.com	\$50,000
	SportsOutlet.com	\$50,000		Hujiang.com	\$50,000
	Factual.com	\$50,000		Xishi.com	\$50,000
	InternationalMan.com	\$50,000		Zui.com	\$50,000
	DebtWise.com	\$50,000		TheNext.com	\$50,000
	TakeCharge.com	\$50,000		GetReal.com	\$50,000
	MyCharity.com	\$50,000		Changers.com	\$50,000
5	LiveBetter.com	\$50,000		Reichelt.com	\$50,000
5	Cupons.com	\$50,000		eSupplements.com	\$50,000
5	UMBC.com	\$50,000		uBest.com	\$50,000
	Sassy.com	\$50,000		TonerCartridges.com	\$50,000
	WorldTourism.com	\$50,000		RentalHome.com	\$50,000
	MarketSmith.com	\$50,000		OutletCity.com	\$50,000
	FunTime.com	\$50,000		88Net.com	\$50,000
	GameCards.com	\$50,000		DreamTrips.com	\$50,000

4: These are part of a package sale totaling \$400,000

5: These are part of a package sale totaling \$150,000

# Marchex Historical Top 500 Domain Sales: 151-200 Listed: Page 4 of 10

	DOMAIN	SOLD PRICE
	UltraMusic.com	\$50,000
	Mumbo.com	\$50,000
	YourWellness.com	\$50,000
	Merlion.com	\$50,000
	SmartOne.com	\$50,000
	StorageMaster.com	\$50,000
	BirthdayWishes.com	\$50,000
	Diaspora.com	\$50,000
	RightTurn.com	\$50,000
	SmartJob.com	\$50,000
	LoveToLearn.com	\$50,000
	MerchantExchange.com	\$50,000
	SuperSupport.com	\$50,000
	UpThere.com	\$50,000
	GameGlobe.com	\$50,000
	Geode.com	\$50,000
	uLike.com	\$50,000
	WangFujing.com	\$50,000
	HeilongJiang.com	\$50,000
	PureEnergy.com	\$50,000
	AddictionTreatment.org	\$50,000
	Kaixin.com	\$48,000
6	AffordableCars.com	\$46,250
6	DiscountFilter.com	\$46,250
6	HomesForSaleByOwner.com	\$46,250

6: These are part of a package sale totaling \$740,000

	DOMAIN	SOLD PRICE
6	ICPR.com	\$46,250
6	JapaneseCar.com	\$46,250
6	MerchantCenter.com	\$46,250
6	MugShot.com	\$46,250
6	MyCase.com	\$46,250
6	NewHire.com	\$46,250
6	NewYorkTours.com	\$46,250
6	PrankCall.com	\$46,250
6	TechnicalSchools.com	\$46,250
6	YourDomainHere.com	\$46,250
6	SecondMarriage.com	\$46,250
6	WildAnimals.com	\$46,250
6	PostalServices.com	\$46,250
	GroceryOutlet.com	\$46,250
	ServicePlan.com	\$46,250
7	Cosmetics.org	\$45,000
7	WebMall.com	\$45,000
	LittleAngels.com	\$45,000
	DivineLove.com	\$45,000
	AllYouNeed.com	\$45,000
	TheDrum.com	\$45,000
	eStar.com	\$44,767
	BowlingBags.com	\$44,000
	GameKingdom.com	\$40,000
	Slalom.com	\$40,000

7: These are part of a package sale totaling \$90,000

# Marchex Historical Top 500 Domain Sales: 201-250 Listed: Page 5 of 10

DOMAIN	SOLD PRICE		DOMAIN	SOLD PRICE
ArcMail.com	\$40,000	8	OnlineMBA.com	\$37,500
Tween.com	\$40,000	8	OnlineUniversity.org	\$37,500
247Sports.com	\$40,000		TvTalk.com	\$37,500
Arenal.com	\$40,000	9	Ethical.com	\$35,000
Beholden.com	\$40,000	9	UKLand.com	\$35,000
DentalInsurance.net	\$40,000		VisitCyprus.com	\$35,000
HotPot.com	\$40,000		SmartDesktop.com	\$35,000
RockLive.com	\$40,000		HolyMoly.com	\$35,000
StreetKing.com	\$40,000		eJunkie.com	\$35,000
Lyst.com	\$40,000		DIYAdvice.com	\$35,000
MusicCanada.com	\$40,000		Sinterklaas.com	\$35,000
OpenSupport.com	\$40,000		CancerInformation.com	\$35,000
RvGuide.com	\$40,000		SenseNet.com	\$35,000
EnterpriseAssetManagement.com	\$40,000		HrPeople.com	\$35,000
LoveFashion.com	\$40,000		SimplySmarter.com	\$35,000
Trenbolone.com	\$40,000		Steward.org	\$35,000
eRaise.com	\$40,000		FirstPost.com	\$35,000
BarGuide.com	\$40,000		FiveMinutes.com	\$35,000
SimplyBusiness.com	\$40,000		My-Website.com	\$35,000
SportsHq.com	\$39,802		IndiaHomes.com	\$35,000
Moravia.com	\$39,599		VitaminCenter.com	\$35,000
PeopleSmart.com	\$39,000		Kompany.com	\$35,000
SafeRoad.com	\$38,000		NextLove.com	\$35,000
Phila.org	\$37,800		HkMall.com	\$35,000
PiratesOnline.com	\$37,500		BlackDiamonds.com	\$34,000

8: These are part of a package sale totaling \$75,000

9: These are part of a package sale totaling \$70,000



## Marchex Historical Top 500 Domain Sales: 251-300 Listed: Page 6 of 10

	DOMAIN	SOLD PRICE
	BlueDiamonds.com	\$34,000
10	ShiShi.com	\$33,520
10	RuanJian.com	\$33,520
10	Zuqiu.com	\$33,520
10	QuanZhou.com	\$33,520
	ChinaCenter.com	\$33,000
	Hry.net	\$32,500
	TheFeast.com	\$32,500
11	NationTv.com	\$32,500
11	ChinaStyle.com	\$32,500
12	Nantong.com	\$32,213
12	Zhuhai.com	\$32,213
	StandUp.org	\$30,000
	GetLive.com	\$30,000
	FightCo.com	\$30,000
	TeamManager.com	\$30,000
	Earn.org	\$30,000
	TradeBot.com	\$30,000
	AutoInsurance.org	\$30,000
	Imbibe.com	\$30,000
	CustomLink.com	\$30,000
	Holcombe.com	\$30,000
	Jacks.net	\$30,000
	SafeBank.com	\$30,000
	AllCome.com	\$30,000

10: These are part of a package sale totaling \$134,078

11: These are part of a package sale totaling \$65,000

12: These are part of a package sale totaling \$64,426

	DOMAIN	SOLD PRICE
	NewStory.com	\$30,000
	EnMasse.com	\$30,000
	HairReplacement.org	\$30,000
	Vmm.com	\$30,000
	Hkp.com	\$30,000
	Chunnel.com	\$30,000
	TheWild.com	\$30,000
	SecretWorld.com	\$30,000
	Ccfi.com	\$30,000
	vBet.com	\$30,000
	AncestryDna.com	\$30,000
	DasWetter.com	\$30,000
	BestCo.com	\$30,000
	Mercator.org	\$30,000
	DiscoverLa.com	\$30,000
	IfOnly.com	\$30,000
	SiViglia.com	\$30,000
	ErpConsulting.com	\$30,000
	MSONeToOne.com	\$30,000
	HarpGuitars.com	\$30,000
	PatchCable.com	\$30,000
	iNewOrleans.com	\$28,500
	Noodle.org	\$28,000
	PetGuide.com	\$27,500
	Tosca.com	\$27,000

# Marchex Historical Top 500 Domain Sales: 301-350 Listed: Page 7 of 10

	<b>DOMAIN</b>	<b>SOLD PRICE</b>		<b>DOMAIN</b>	<b>SOLD PRICE</b>
	Sportal.net	\$27,000		MasonicRings.com	\$25,000
	HerbalZone.com	\$27,000		TheProphet.com	\$25,000
	Translated.com	\$26,500		JeansOnline.com	\$25,000
	BankOfArizona.com	\$25,000		ZonaColonial.com	\$25,000
	TheDeep.com	\$25,000		BasketballExpress.com	\$25,000
	Trg.net	\$25,000		TheBlaze.com	\$25,000
	Abound.net	\$25,000		Aaefcu.org	\$25,000
	LeSport.com	\$25,000		Quicker.com	\$25,000
13	InsuranceInformation.com	\$25,000		TelavivHotels.com	\$25,000
13	WebHostingGuide.com	\$25,000		Stanislav.com	\$25,000
	WaterFowling.com	\$25,000		DreamBuilder.com	\$25,000
	ManOfTheHouse.com	\$25,000		DigiDay.com	\$25,000
	Zookie.com	\$25,000		FranceRealEstate.com	\$25,000
	Termite-Control.com	\$25,000		Curiosity.com	\$25,000
	PictureClub.com	\$25,000		Gree.net	\$25,000
	ChicagoFlowers.com	\$25,000		ShopVille.com	\$25,000
	GermanAmerican.com	\$25,000		EastMall.com	\$25,000
	P2i.com	\$25,000		TravelUp.com	\$25,000
	Pathways.org	\$25,000		MegaFlowers.com	\$25,000
	HotBook.com	\$25,000		NetCloud.com	\$25,000
	SkiRace.com	\$25,000		Agra.org	\$25,000
	ExCon.com	\$25,000		FirstBankCard.com	\$25,000
	MagicNumber.com	\$25,000		AspiringMinds.com	\$25,000
	X2M.com	\$25,000		ReadWrite.com	\$25,000
	MediaPass.com	\$25,000		Astonish.com	\$24,500

13: These are part of a package sale totaling \$50,000

# Marchex Historical Top 500 Domain Sales: 351-400 Listed: Page 8 of 10

	DOMAIN	SOLD PRICE		DOMAIN	SOLD PRICE
14	iEvents.com	\$23,333	17	SeeVegas.com	\$18,333
14	uMarket.com	\$23,333	17	SeeLasVegas.com	\$18,333
14	WeSell.com	\$23,333	17	SeeMiami.com	\$18,333
	Cremation.net	\$22,500		ChaCha.com	\$17,500
	HiYa.com	\$22,500	18	HostingReviews.com	\$16,250
15	DomainMedia.com	\$22,500	18	AirPurifierReviews.com	\$16,250
15	DomainIndex.com	\$22,500	19	MegaWorld.com	\$15,385
16	ChinaPatent.com	\$22,500	19	MegaBits.com	\$15,385
16	ChinaToys.com	\$22,500	19	MegaBot.com	\$15,385
16	ChinaTrademark.com	\$22,500	19	MegaSale.com	\$15,385
16	HomeChina.com	\$22,500	19	MegaStocks.com	\$15,385
16	iMob.com	\$22,500	19	MegaJackpot.com	\$15,385
16	MadeInBritain.com	\$22,500	19	MegaCash.com	\$15,385
	OneWeek.com	\$21,200	19	MegaMovie.com	\$15,385
	TechStars.com	\$20,000	19	MegaRace.com	\$15,385
	e-Lottery.com	\$20,000	19	MegaStudio.com	\$15,385
	OnTheLine.org	\$20,000	19	MegaDesign.com	\$15,385
	PunkStar.com	\$20,000	19	MegaBets.com	\$15,385
	SeverusSnape.com	\$20,000	19	MegaDisk.com	\$15,385
	CubaCruises.com	\$20,000		Lemma.com	\$15,000
	MoneyJobs.com	\$20,000		e-Tab.com	\$15,000
	TheThread.com	\$20,000		e-Cigarettes.com	\$15,000
	DigitalOne.com	\$19,600		Nasper.com	\$15,000
	PhoenixNightLife.com	\$18,500	20	ChinaLawyer.com	\$15,000
	SanDiegoNightLife.com	\$18,500	20	ChinaDoctor.com	\$15,000

14: These are part of a package sale totaling \$70,000  
 15: These are part of a package sale totaling \$45,000  
 16: These are part of a package sale totaling \$135,000

17: These are part of a package sale totaling \$55,000 20: These are part of a package sale totaling \$60,000  
 18: These are part of a package sale totaling \$32,500  
 19: These are part of a package sale totaling \$200,000

# Marchex Historical Top 500 Domain Sales: 401-450 Listed: Page 9 of 10

	DOMAIN	SOLD PRICE		DOMAIN	SOLD PRICE
20	ChinaCulture.com	\$15,000	23	Keying.com	\$10,625
20	ChinaHealth.com	\$15,000	23	Wanguo.com	\$10,625
	FundOfFunds.com	\$15,000	23	MieMie.com	\$10,625
	eBuddy.com	\$14,000	23	HongQiao.com	\$10,625
21	ChinaFurniture.com	\$12,000	23	Hefei.net	\$10,625
21	ChinaJewelry.com	\$12,000	23	Jiaxin.com	\$10,625
21	ChinaMoney.com	\$12,000	23	JiuLong.com	\$10,625
21	ChinaPress.com	\$12,000	23	PingPang.com	\$10,625
21	ChinaVenture.com	\$12,000	23	ZiYou.com	\$10,625
22	ChinaRealty.com	\$11,667	23	Kuaima.com	\$10,625
22	ChinaScience.com	\$11,667	23	Kaiwan.com	\$10,625
22	ChinaSchool.com	\$11,667	23	BaoShan.com	\$10,625
	e-Spirit.com	\$11,000	23	Linnan.com	\$10,625
23	ShenXiao.com	\$10,625	23	Erhu.com	\$10,625
23	Putuo.com	\$10,625	23	Lvxing.net	\$10,625
23	DongYing.com	\$10,625	23	ShangDi.com	\$10,625
23	FaShao.com	\$10,625	23	eBookReader.com	\$10,625
23	NvNv.com	\$10,625	23	eHotels.com	\$10,625
23	Kaola.com	\$10,625	23	OnlineRadio.com	\$10,625
23	GuGong.com	\$10,625	23	PoliceAcademy.com	\$10,625
23	Wodi.com	\$10,625		GoBible.com	\$10,000
23	HuangDi.com	\$10,625		RealProfits.com	\$10,000
23	Xinhua.net	\$10,625		NC2.com	\$10,000
23	Dalong.com	\$10,625		MangoPeople.com	\$10,000
23	Shouguang.com	\$10,625		NewYorkNewYears.com	\$10,000

20: These are part of a package sale totaling \$60,000  
 21: These are part of a package sale totaling \$60,000

22: These are part of a package sale totaling \$35,000  
 23: These are part of a package sale totaling \$340,000

# Marchex Historical Top 500 Domain Sales: 451-500 Listed: Page 10 of 10

	<u>DOMAIN</u>	<u>SOLD PRICE</u>		<u>DOMAIN</u>	<u>SOLD PRICE</u>
	Travel2Turkey.com	\$10,000	24	FengHuang.com	\$9,756
	House2Home.com	\$10,000	24	Dianxin.com	\$9,756
	BuzzCar.com	\$10,000	24	ZhongYao.com	\$9,756
	SpeedMedia.com	\$10,000	24	XianFeng.com	\$9,756
	Free-Bet.com	\$10,000	24	Jiehun.com	\$9,756
	PaidFocusGroups.com	\$10,000	24	Panyu.com	\$9,756
	Happy-Family.com	\$10,000	24	Facai.com	\$9,756
	100Plus.com	\$10,000	24	HuaDong.com	\$9,756
	SportsRx.com	\$10,000	24	XinJiang.com	\$9,756
	AustinFertility.com	\$10,000	24	TingBa.com	\$9,756
	GormetGiftBaskets.com	\$10,000	24	MinSheng.com	\$9,756
24	Heyuan.com	\$9,756	24	ZhuangXiu.com	\$9,756
24	JingLing.com	\$9,756	24	WuZhen.com	\$9,756
24	Shiji.com	\$9,756	24	Dazhong.com	\$9,756
24	Diqiu.com	\$9,756	24	ChangJiang.com	\$9,756
24	Faxian.com	\$9,756	24	Aomen.com	\$9,756
24	ShizHuang.com	\$9,756	24	YongKang.com	\$9,756
24	SuanMing.com	\$9,756	24	Taian.com	\$9,756
24	XianDai.com	\$9,756	24	Shijie.com	\$9,756
24	TongLing.com	\$9,756	24	Kuai.com	\$9,756
24	PingXiang.com	\$9,756	24	Jiayou.com	\$9,756
24	Kuba.com	\$9,756	24	XiangYang.com	\$9,756
24	Jiao.com	\$9,756	24	Jining.com	\$9,756
24	JiangYin.com	\$9,756	24	WuJin.com	\$9,756
24	JiangNan.com	\$9,756	24	XinXin.com	\$9,756
			24	XiuXiu.com	\$9,756
			24	ZhongYi.com	\$9,756

24: These are part of a package sale totaling \$400,000  
502 total domains due to sales of multiple domains as a package