

## **IndustryBrains Adds Morningstar and Chicago Board Options Exchange (CBOE) to its Vertically Focused Network**

**NEW YORK- Nov. 9, 2005** - IndustryBrains, a leader in monetizing vertical and brand-name Web sites through site-specific contextual advertising solutions and a subsidiary of Marchex, Inc. (NASDAQ: MCHX, MCHXP), today announced contextual distribution agreements with two of the financial sector's most respected brands.

Under separate agreements, IndustryBrains will provide its site-specific contextual pay-per-click (PPC) advertising solutions for Morningstar, Inc., a leading provider of investment research, and Chicago Board Options Exchange (CBOE), the world's largest options marketplace and the creator of listed options. The agreements, which cover the Web sites [www.morningstar.com](http://www.morningstar.com), and [www.cboe.com](http://www.cboe.com), are effective immediately.

Morningstar and CBOE join high-quality financial Web sites in IndustryBrains' Finance vertical category, such as Bankrate, Forbes.com, Investors Business Daily, and The Motley Fool, among others. IndustryBrains' proprietary bid-for-placement and relevancy ranking systems enable advertisers to place their product or service listings directly on premium Web sites and/or on specific sections of such sites.

"Morningstar and CBOE represent two of the financial sector's most prestigious names and we look forward to working with them to help maximize the value of their advertising inventory," said Erik Matlick, IndustryBrains CEO. "IndustryBrains will continue to focus on adding high-quality avenues for advertisers to reach buyers in the financial services category, as well as in other strong verticals."

### **About CBOE**

CBOE, the world's largest options marketplace and the creator of listed options, lists options on more than 1700 individual stocks, 55 indexes, and 60 exchange traded funds. CBOE has always been a strong proponent of educating investors and traders through The CBOE Options Institute,

which offers seminars, tutorials, and on-line, inter-active training at various levels of options investing. CBOE.com has received numerous awards as one of the best financial web sites in the country. CBOE is regulated by the SEC. For additional information about the CBOE and its products, visit: <http://www.cboe.com/>

### **About IndustryBrains**

IndustryBrains is a leader in monetizing vertical and brand-name Web sites through contextual advertising solutions. Since 2002, the company has built a platform of high-quality traffic by leveraging its proprietary technology to offer a site-specific approach to contextual advertising under a business model that combines bid-for-placement and relevancy. This approach has allowed IndustryBrains to create relationships with more than 100 vertically focused and brand-name online publishers, such as USATODAY.com, The Motley Fool, Travel + Leisure, Forbes.com, and the Ziff Davis online properties; as well as a large base of premier advertisers. IndustryBrains is a wholly-owned subsidiary of Marchex. For more information, visit [www.industrybrains.com](http://www.industrybrains.com).

### **Forward looking statements:**

This press release contains forward-looking statements that involve substantial risks and uncertainties. All statements, other than statements of historical facts, included in this press release regarding our strategy, future operations, future financial position, future revenues, projected costs, prospects, plans and objectives of management are forward-looking statements. We may not actually achieve the plans, intentions or expectations disclosed in our forward-looking statements and you should not place undue reliance on our forward-looking statements. Actual results or events could differ materially from the plans, intentions and expectations disclosed in the forward-looking statements we make. There are a number of important factors that could cause Marchex's actual results to differ materially from those indicated by such forward-looking statements which are described in the "Risk Factors" section of our most recent periodic report and registration statement filed with the SEC.

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