

Investor's Business Daily® Selects IndustryBrains as Exclusive Provider of Site-Specific Contextual Pay-Per-Click Advertising

NEW YORK- August 23, 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 that it has signed an exclusive agreement with Investor's Business Daily® to become the sole provider of pay-per-click (PPC) advertising listings on its Web site, www.investors.com. The agreement is expected to take effect on September 1, 2005. Investor's Business Daily® joins other high-quality online publishers in IndustryBrains' finance vertical, such as Bankrate.com, The Motley Fool, Forbes.com, USATODAY.com (Money section), and BusinessWeek Online (Investing section).

IndustryBrains' proprietary bid-for-placement and relevancy ranking systems will enable advertisers to place their product or service listings directly on the Investors.com Web site and/or specific sections of the Web site (e.g., the Investors.com home page and/or the Investors.com Daily Stock Analysis section). This site-specific contextual approach allows publishers like Investor's Business Daily® to directly monetize the value of their online brands, content and site traffic.

"In assessing our options in the marketplace, we determined that IndustryBrains' site-specific approach provides a superior fit to our needs, while maximizing the value of our online brand and offering considerable value for advertisers looking to specifically reach our readership online," said Luis Jiménez, Product Manager of Investors.com.

"We are very pleased to add a premier publisher like Investor's Business Daily® to our distribution, giving advertisers access to another source of quality, highly-targeted inventory within our finance vertical," said Jason Kalin, IndustryBrains VP of Business Development. "IndustryBrains' site-specific programs deliver the simultaneous benefits associated with quality leads for advertisers and superior yields for publishers."

ABOUT INVESTOR'S BUSINESS DAILY®

Investor's Business Daily®, its digital edition *eIBD*™ and the award-winning companion Web site, investors.com are recognized worldwide for empowering individual and professional investors with cutting-edge research, stock screens and ratings that can't be found anywhere else. Through unique proprietary screening criteria backed up by decades of market research, IBD™ consistently highlights stock winners and major market turns as they emerge. Some of the most widely used screens include the IBD 100™ list of top-performing companies, Your Weekly Review, The New America, and Screen of the Day, which all continue to outperform the market. Founded in 1984 by leading investment expert William J. O'Neil, IBD™ has redefined the way news and financial data is presented. Investors.com, named one of the Forbes "Best of the Web," provides a suite of equally powerful tools and screens for identifying market stars. Both *eIBD*™ and investors.com are available worldwide. In addition, IBD™ hosts popular investment workshops based on the CAN SLIM™ investing methodology, which outperforms each year.* IBD™'s market writers can be heard teaching the same principles on national television and radio shows year-round.

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, BusinessWeek Online, 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.

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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