

IndustryBrains Selected by Fodor's as Exclusive Provider of Site-Specific Contextual PPC Advertising

NEW YORK- September 14, 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 an exclusive agreement with Fodor's, a leader in travel information publishing, to become the sole provider of pay-per-click (PPC) advertising listings for its Web site, www.fodors.com. The agreement is effective immediately. Fodor's joins other high-quality online publishers in IndustryBrains' travel and leisure vertical, such as Travelandleisure.com; Foodandwine.com; USATODAY.com (Travel section); Golfweek.com, Tennis.com, and Forbes.com (Lifestyle section), 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. This approach allows publishers like Fodor's to directly monetize the value of their respective online brands, content and site traffic.

"We are very pleased to be working with IndustryBrains and its proven site-specific approach, enabling Fodors.com to fully accommodate PPC advertisers who have a specific interest in our site, along with our loyal base of travel- and leisure-focused consumers," said Lauren Palmer, Director of New Business Development, Fodor's. "Using IndustryBrains' platform, we can now offer highly targeted contextual advertising solutions for Fodor's existing base of advertisers, as well as for additional external advertisers."

"Fodor's has a long-established heritage as a premier brand in travel publishing and we are glad to add them to our travel and leisure vertical," said Jason Kalin, Industry Brains VP of Business Development. "We look forward to helping Fodors.com receive the online value recognition it deserves, in the process of providing advertisers another highly targeted way to reach relevant consumers."

About Fodor's

Fodor's Travel Publications and Fodors.com are units of Fodors LLC, a subsidiary of Random House, Inc. and its parent company, Bertelsmann AG, one of the world's largest media companies. Today, the drive to innovate remains as fundamental to Fodor's as the passion for excellence. A team of more than 700 professional researchers and writers traverse the globe, and like trusted companions, reveal not just what

travelers want to know, but what they didn't realize they needed to know. Both [online](#) and [in print](#), readers can always count on Fodor's for travel guidance that is engagingly written, intelligently and accurately reported, and absolutely indispensable.

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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