

Spin-Off Transaction & Archeo Summary

November 2012



Transaction Overview

- Marchex intends to pursue the separation of its businesses 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

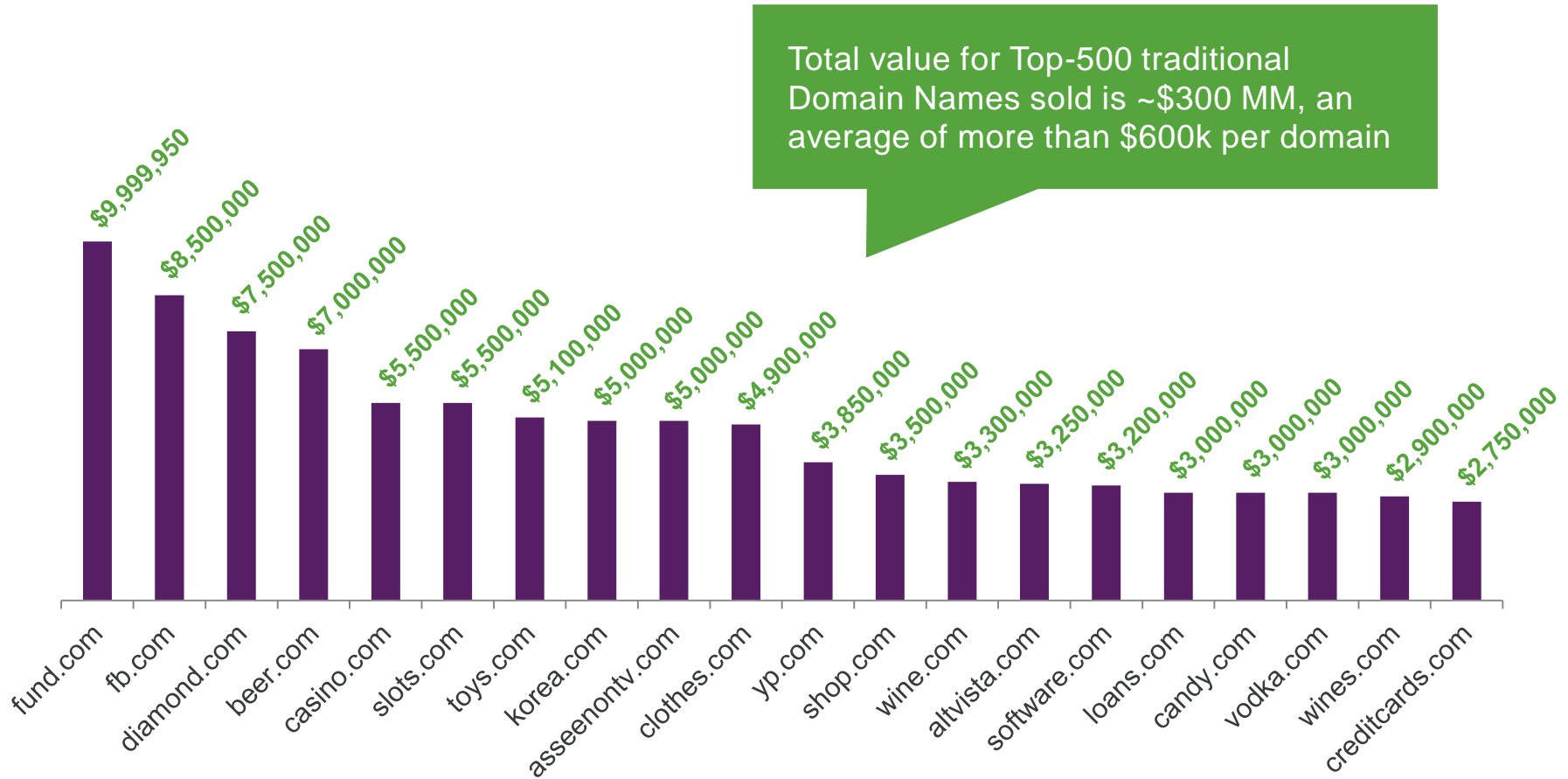
- Opportunistically buy domain names to support our marketplace
- Sell more domains by accessing new sales channels
- Selectively develop digital properties to add to our advertising marketplace



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

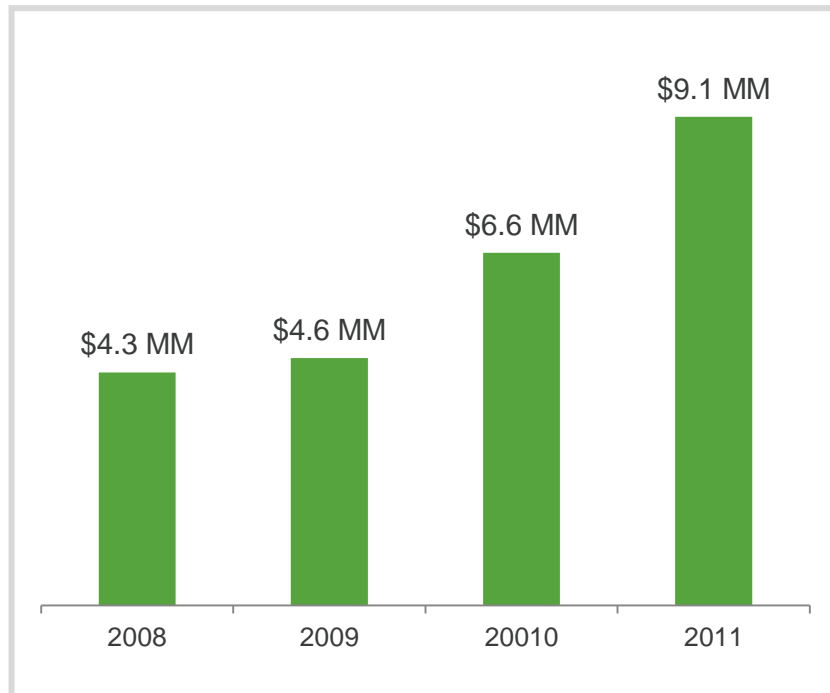


Source: <http://www.domaining.com/topsales/>

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



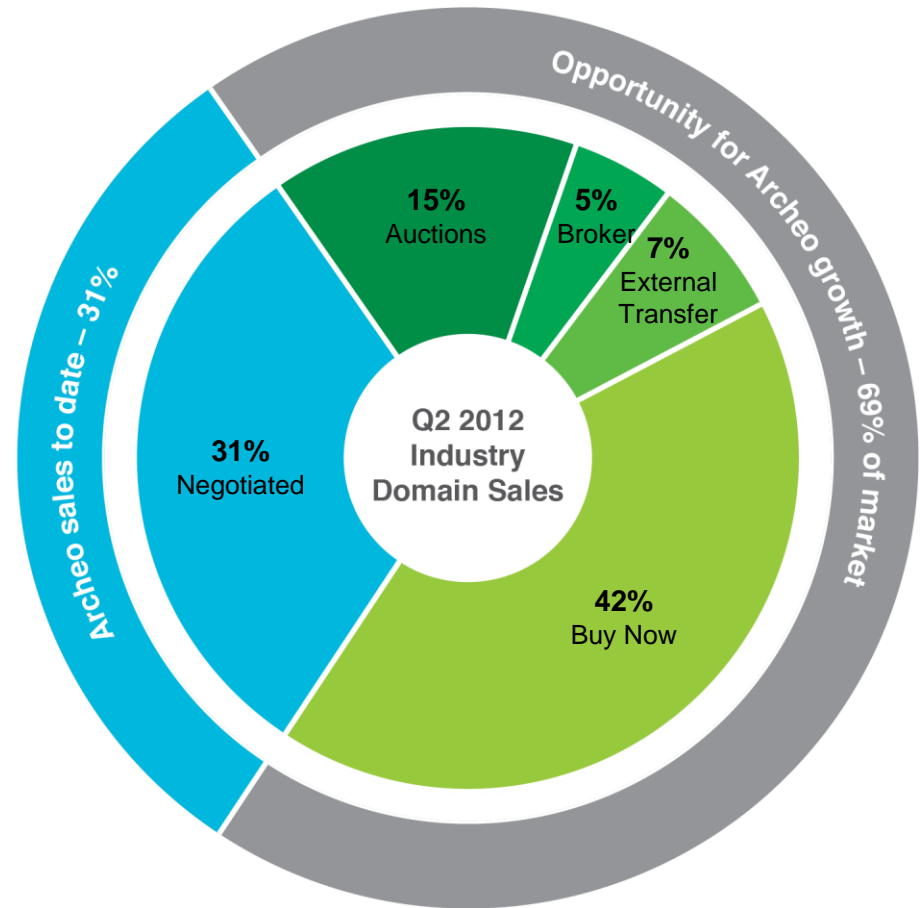
Selected Sales



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.

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

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

Home & Remodeling

- Remodeling.com
- Locksmiths.com
- Theft.com

Business & Finance

- Corporations.com
- AnnualReport.com
- CurrencyExchange.com

Spanish

- Mujer.com
- Deportes.com
- Salud.com

Debts/Insurance

- Debts.com
- Refinancing.com
- InsuranceDeals.com

Real Estate

- HomeInspections.com
- HomeMovers.com
- HomeLenders.com

Miscellaneous

- Cuisine.com
- Toddler.com
- Beijing.com

Large sample of current owned Archeo domains is available at www.marchex.com/archeo

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

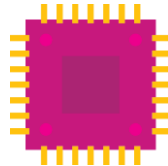
Current Premium Publisher Partner Verticals



Business &
Finance



Human
Resources



Technology

Proprietary Publishing Opportunities

Education

- BestColleges.com
- 50States.com

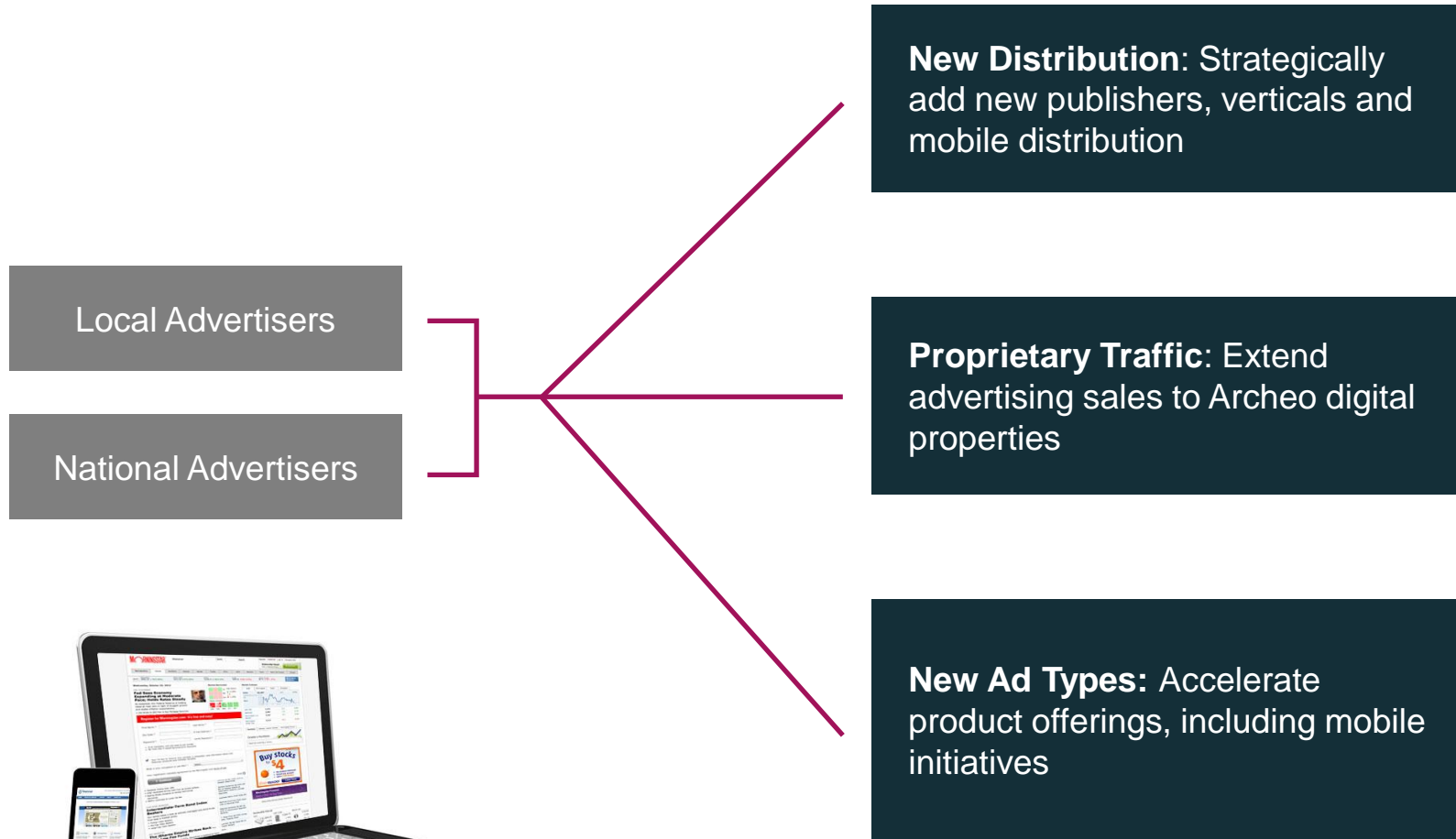
Finance

- 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

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