

MARCHEX INC  
Form 4  
March 03, 2006

**FORM 4**

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

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
**CHRISTOTHOULOU PETER**

(Last) (First) (Middle)  
413 PINE ST., STE. 500  
  
(Street)

SEATTLE, WA 98101

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
**MARCHEX INC [MCHX]**

3. Date of Earliest Transaction  
(Month/Day/Year)  
03/03/2006

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_ Director \_\_\_ 10% Owner  
 Officer (give title below) \_\_\_ Other (specify below)  
Chief Strategy Officer

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
\_\_\_ Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|--|
|                                 |                                      |  | Code                           | V   | Amount or Price   |  |  |
| Class B Common Stock            | 03/03/2006                           |  | S                              |   | 8,000 D \$ 22.45  | 110,000  | D  |
| Class B Common Stock            | 03/03/2006                           |  | S                              |   | 2,415 D \$ 22.5   | 107,585  | D  |
| Class B Common Stock            | 03/03/2006                           |  | S                              |   | 900 D \$ 22.6   | 106,685  | D  |
| Class B Common                  | 03/03/2006                           |  | S                              |   | 400 D \$ 22.65  | 106,285  | D  |

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|                            |            |  |   |        |   |             |         |   |
|----------------------------|------------|--|---|--------|---|-------------|---------|---|
| Stock                      |            |  |   |        |   |             |         |   |
| Class B<br>Common<br>Stock | 03/03/2006 |  | S | 104    | D | \$<br>22.67 | 106,181 | D |
| Class B<br>Common<br>Stock | 03/03/2006 |  | S | 300    | D | \$<br>22.69 | 105,881 | D |
| Class B<br>Common<br>Stock | 03/03/2006 |  | S | 5,381  | D | \$ 22.7     | 100,500 | D |
| Class B<br>Common<br>Stock | 03/03/2006 |  | S | 5,500  | D | \$<br>22.75 | 95,000  | D |
| Class B<br>Common<br>Stock | 03/03/2006 |  | S | 10,000 | D | \$ 22.8     | 85,000  | D |
| Class B<br>Common<br>Stock | 03/03/2006 |  | S | 6,400  | D | \$ 23       | 78,600  | D |
| Class B<br>Common<br>Stock | 03/03/2006 |  | S | 500    | D | \$<br>23.02 | 78,100  | D |
| Class B<br>Common<br>Stock | 03/03/2006 |  | S | 7,900  | D | \$ 23.1     | 70,200  | D |
| Class B<br>Common<br>Stock | 03/03/2006 |  | S | 200    | D | \$<br>23.11 | 70,000  | D |
| Class B<br>Common<br>Stock | 03/03/2006 |  | S | 10,000 | D | \$<br>23.25 | 60,000  | D |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

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(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of<br>Derivative<br>Security<br>(Instr. 3) | 2. Conversion<br>or Exercise<br>Price of<br>Derivative | 3. Transaction Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 4. Transaction<br>Code<br>(Instr. 8) | 5. Number<br>of<br>Derivative<br>Securities | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) | 7. Title and<br>Amount of<br>Underlying<br>Securities<br>(Instr. 3 and 4) | 8. Price of<br>Derivative<br>Security<br>(Instr. 5) | 9. Nu<br>Deriv<br>Secur<br>Benef<br>Own |
|---|--|---|---|--------------------------------------|---|--|---|---|---|
|---|--|---|---|--------------------------------------|---|--|---|---|---|

Security

Acquired  
(A) or  
Disposed  
of (D)  
(Instr. 3,  
4, and 5)

Follo  
Repo  
Trans  
(Instr

| Code | V | (A) | (D) | Date<br>Exercisable | Expiration<br>Date | Title | Amount<br>or<br>Number<br>of<br>Shares |
|------|---|-----|-----|---------------------|--------------------|-------|--|
|------|---|-----|-----|---------------------|--------------------|-------|--|

## Reporting Owners

| Reporting Owner Name / Address                                      | Relationships |           |                        |       |
|---|---------------|-----------|------------------------|-------|
|   | Director      | 10% Owner | Officer                | Other |
| CHRISTOTHOULOU PETER<br>413 PINE ST., STE. 500<br>SEATTLE, WA 98101 |               |           | Chief Strategy Officer |       |

## Signatures

Peter  
Christothoulou                      03/03/2006

\_\_Signature of                      Date  
Reporting Person

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

### Remarks:

\*\*\*All of the sales reported in this Form 4 were effected pursuant to a Rule 10(b)5-1 trading plan.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.