



## **Excite@Home and LookSmart Expand Relationship**

### **LookSmart to license its Web directory and co-develop a broadband directory with Excite@Home**

Redwood City / San Francisco, CA - August 9, 1999 - Excite@Home (Nasdaq: ATHM), a global media company, has named LookSmart, one of the Internet's largest directories of quality Web sites, as the primary provider of directory content for Excite@Home.

Under the expanded agreement, LookSmart will also provide directory content for the companies' narrowband portal, [www.excite.com](http://www.excite.com). LookSmart is currently the exclusive Web directory provider for @Home under an agreement made prior to @Home's merger with Excite. The Excite Directory, which is based on Excite's highly touted "answer and options" programming, helps consumers find useful information by aggregating all relevant sources related to a topic, including Web site reviews, message boards, Excite communities, classifieds, multimedia files, and news stories. The Excite Directory is featured in 15 channels on the Excite.com portal, such as the Sports channel and the Money Channel, and is tightly integrated with Excite Search.

"We're thrilled to expand our previous relationship with @Home to include Excite.com," said Evan Thornley, co-founder and CEO of LookSmart. "They're a leading-edge media company with sophisticated users who want the best online experience possible. We'll help give them that."

"LookSmart's Web directory is comprehensive and of the highest-quality, so it was an easy decision to expand our relationship with them," said Craig Donato, SVP search programming, Excite@Home. "Providing quality content for our users is a key priority for us, and we see this partnership as a important ingredient in delivering this experience."

#### **About Excite@Home**

Excite@Home (Nasdaq: ATHM) is a global media company based in Redwood City, Calif. Through the company's narrowband portal, Excite ([www.excite.com](http://www.excite.com)), and broadband services, @Home and @Work, the company uniquely offers consumers content and interactive services across both narrowband and broadband. The rich media advertising and database marketing solutions of Enliven ([www.enliven.com](http://www.enliven.com)) and MatchLogic ([www.matchlogic.com](http://www.matchlogic.com)) offer advertisers highly targeted interactive marketing and reporting services across all platforms of delivery. Leveraging the high-speed, always-on attributes of cable, Excite@Home empowers unique multimedia applications that go beyond current Web experiences. The company will combine the Excite brand-one of the best-known names on the Internet with 70 percent recognition among Web users-with the @Home broadband service's broad distribution, a worldwide footprint of 67 million cable homes, to deliver on its vision of "All Band, All Device, All the Time."

For more investor information about Excite@Home, please call our stockholder services hotline at 1-888-924-9248. Brand recognition statistics quoted are from Frank N. Magid and Associates, Inc. (1/99).

#### **About LookSmart**

LookSmart, a leading Web directory and search tool, creates and maintains one of the largest editorially reviewed directories of content on the World Wide Web. LookSmart's directory is distributed through multiple channels, including a global network of ISPs, major Web sites, portals and viral marketing. Through its partnership with Cox Interactive Media, LookSmart also offers one of the largest collections of quality local Web content in more than 65 U.S. markets. The company is headquartered in San Francisco and can be contacted at (415) 597-4850. To see why more and more partners, advertisers, and consumers are turning to LookSmart, visit them at [www.looksmart.com](http://www.looksmart.com).

This release may contain projections or other forward-looking statements regarding LookSmart's relationship with Excite@Home that involve risks and uncertainties. Readers are referred to the documents filed by LookSmart with the Securities and Exchange Commission, specifically its recent S-1 registration statement which identify important risk factors such as the Company's limited operating history, history of losses and anticipation of continued losses, potential volatility of quarterly operating results, and other risks.