



Digital Partners With LookSmart To Expand Search Service

Digital Partners With LookSmart To Expand Search Service AltaVista Adds Subject Search Partner

San Francisco, CA, January 20, 1998 - In a move to expand AltaVista Search Network's capabilities, Digital Equipment Corporation today announced a new subject-based search function, "AltaVista Subject Search" powered by LookSmart. LookSmart Limited, an Internet publishing company providing World Wide Web navigation services to hundreds of thousands of users each day, will offer AltaVista users access to 16,500 subject categories narrowly tailored to their search queries.

The partnership will evolve over the next twelve months through further product development and integration. The first phase will be available through a link from the AltaVista site at altavista.digital.com, where users gain immediate access to the AltaVista Subject Search site. There, users will be able to access all of LookSmart Directory's subject categories and web site listings, which are reviewed and sorted by 30 editors who review and list Web sites in over 16,500 categories daily.

"We are always looking for new ways to build on our search foundation to provide AltaVista users with enhanced search capabilities," said Bob Hult, vice president of Digital's AltaVista Search service. "Adding LookSmart's subject directories to our existing keyword search capability, not only improves our users' experience, but opens up new inventories for advertisers." Hult also stated that LookSmart's 80 percent repeat visitor number was a major factor in choosing them as a partner. "AltaVista is the search service of choice, evidenced by their extremely large and loyal repeat user base," said Evan Thornley, CEO and co-founder of LookSmart. "We are proud to present AltaVista users with the LookSmart Directory through their Search Network and are confident that the combined value of the two products will result in the best search experience possible."

Both LookSmart and AltaVista will utilize the DoubleClick Network to manage ad sales. The new feature opens up ad-targeting and sponsorship opportunities on the site.

"They've combined one of the best search engines with a high-quality directory," said Kevin O'Connor, CEO and president of DoubleClick. "Advertisers dream of a site like this ... logical, well organized, and an invaluable online tool that users will visit again and again, all without ever sacrificing the power and scope of the Internet."

About LookSmart

LookSmart Limited, an Internet publishing company providing navigation services on the World Wide Web, is the world's largest editorially reviewed database of web content with over 16,500 categories. LookSmart's unique cascading menu interface provides users with fast, intuitive access to a wealth of online content and advertisers with highly targeted media focused on their desired audience. The company is headquartered at 600 Townsend Street, San Francisco, California, 94103. LookSmart is the premier provider of navigation services for Netscape in Australia and the UK. LookSmart can be reached by phone at 415-437-3820 or experienced at www.looksmart.com.

About AltaVista

Digital Equipment Corporation's fast and powerful AltaVista Search Network is the premier solution for locating information in all corners of the Internet. One of the top destination sites on the Web, AltaVista has won numerous awards worldwide for its Internet innovation and advanced technology. The AltaVista Search Service flagship site is located at altavista.digital.com.

About Digital

Digital Equipment Corporation recognized for product and service excellence is a leading supplier of high-performance, Web-based computing solutions, which help enterprises compete in the global marketplace. Digital gives its customers a winning Internet advantage through a comprehensive portfolio of Internet solutions based on award-winning systems, advanced through networking infrastructure, innovative software, and industry applications—including those from its business partners. The expertise and experience of Digital employees help customers plan, design, implement, manage and support Internet solutions in countries throughout the world. For the latest company information, visit Digital on the World Wide Web at www.digital.com.

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