



LookSmart's Allen Hammock to Speak at ad:tech San Francisco's Marketing Masters Theatre Presentations Series

SAN FRANCISCO, Apr 19, 2010 (GlobeNewswire via COMTEX News Network) -- LookSmart, Ltd. (Nasdaq:LOOK), an online search advertising solutions company, today announced that Allen Hammock, Director of Technical Sales for LookSmart, will present alongside other leading search industry exhibitors at ad:tech San Francisco's Marketing Masters Theatre Presentations series, being held at Moscone Center North in San Francisco, California, from April 19-21, 2010.

ad:tech San Francisco is one of the largest gatherings of online marketers -- where brands, agencies, publishers and service providers come together to share, network, learn and do business. The ad:tech San Francisco Marketing Masters series is developed to address opportunities and challenges surrounding fast moving topics in the online advertising and marketing industries.

Hammock's presentation is a continuation of the series "Search in the Connected and Real-Time World," which will discuss the latest strategies and tactics in the spheres of organic search, social media and paid search analytics. Specifically, Hammock will address how search networks play a role in the search industry at large, and the value search marketers can glean from complementing existing search campaigns on the larger engines with additional buys on Tier 2 providers like LookSmart.

In addition to Hammock's presentation, LookSmart will be exhibiting at ad:tech San Francisco on April 20th and 21st at booth #6345.

What: "Marketing Masters: Search Marketing Exhibit Hall Theatre Presentation", an upcoming presentation series at ad:tech San Francisco

Who: Allen Hammock, Director of Technical Sales, LookSmart Ltd.

When: Tuesday April 20, 2010 from 2:00 p.m -- 2:50 p.m. PT

Where: Moscone Center North, San Francisco, CA
Exhibit Hall Theater 1

About Allen Hammock:

Allen Hammock, a 15 year veteran of the online advertising industry, has served LookSmart in various sales, marketing and technical roles since 2004. In his current position as Director of Technical Sales, Allen acts as an educator and evangelist for the company, teaching customers and partners about LookSmart's unique approach to search advertising. Allen is an active public speaker, and has published several articles on performance marketing, most recently "Search Marketing: A Portfolio Approach" in Online Strategies magazine.

About LookSmart:

LookSmart is an online search advertising network solutions company that provides performance solutions for online search advertisers and online publishers. LookSmart offers advertisers targeted, pay-per-click (PPC) search advertising and contextual search advertising via its Advertiser Networks; and an Ad Center platform for customizable private-label advertiser solutions for online publishers. LookSmart is based in San Francisco, California. For more information, visit <http://www.looksmart.com/> or call 415-348-7500.

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