



LookSmart Announces Appointment of Benoit Vatare to Vice President, Distribution Network

SAN FRANCISCO, May 16, 2011 (GLOBE NEWSWIRE) -- LookSmart, Ltd. (Nasdaq:LOOK), an online search advertising network solutions company, today announced the appointment of Benoit Vatare as Vice President, Distribution Network. In this role, Benoit will oversee traffic acquisition, traffic quality, and the management of LookSmart's extensive network of high quality publisher partners. Benoit will report directly to Dr. Jean-Yves Dexmier, Executive Chairman and Chief Executive Officer.

Benoit brings over 10 years of online business development and management experience to LookSmart. He most recently served as Vice President, Client Success and Co-founder of magnify360, a metrics-driven web design company that specializes in pay-per-click and display based traffic acquisition on behalf of its clients. Prior to that, he was the Director of Marketing at computer software firm Qpuncture. Benoit holds Masters degrees in Engineering and Marketing from the Ecole National d'Ingenieurs Travaux Agricoles de Bordeaux.

"We are very pleased to welcome Benoit to LookSmart's executive team," said Dr. Jean-Yves Dexmier. "As we work to strengthen our high quality search advertising network, it is imperative that we have leadership in place with the ability to locate and acquire new distribution channels, as well as someone who understands how to work effectively with our existing partners. We believe that Benoit has the right experience and background to fill this key role within our organization."

Benoit added, "I am thrilled to be joining LookSmart at this pivotal time, and I look forward to contributing to the expansion of the LookSmart network, as well as the overall growth of the company. With technical capabilities beyond anything I've seen in the ad network space, and an inspired executive vision for the business, LookSmart is clearly positioned to become the premier search advertising network in the industry, and I am confident that my skill set will complement and enhance the work the company has done thus far."

About LookSmart, Ltd.

LookSmart is an online search advertising network solutions company that provides performance solutions for online search advertisers and online publishers. LookSmart offers advertisers targeted, performance based search advertising via its Advertiser Network; 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.

The LookSmart, Ltd. logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=8717>

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