



## **Eddie Bauer Signs Subsite Listings Deal With LookSmart; Leading Cataloguer Becomes Latest Direct Marketer To Adopt Paid Listings**

SAN FRANCISCO--(BUSINESS WIRE)--March 26, 2001--LookSmart (Nasdaq:LOOK)(ASX:LOK), the global leader in Web directories, has signed a Subsite Listings deal with Eddie Bauer, a leading lifestyle retailer. The deal, powered by Performics' i-CONNECT online marketing solution, will allow Eddie Bauer to distribute deep content links throughout the LookSmart directory, offering Internet users direct access to products from men's and women's apparel to furniture and luggage on the Eddie Bauer e-commerce site. These deep links will then appear as search results on major portals, including Microsoft's MSN, Alta Vista and iWon. LookSmart Subsite Listings are already generating highly qualified leads for top marketers including Amazon, eBay, Gap, VerticalNet, Banana Republic, DealTime, CNET's mySimon, and Old Navy.

For example, online shoppers searching for hardwood furniture on MSN, or any other LookSmart partner site, will find listings relevant to this category from Eddie Bauer as part of their search results. When clicked, the link will take shoppers directly to the corresponding page within Eddie Bauer.com where they can find products, product specifications, as well as comparison pricing information.

"LookSmart Subsite Listings enable us to highlight different storefronts and e-commerce centers within the EddieBauer.com site - making each of them relevant and readily available to potential customers that are looking for what we have to sell," said Jodi Watson, Director of Marketing for Eddie Bauer.

"The ability to create deep content links that are available to thousands of potential customers at the very moment they're searching makes Subsite Listings a natural fit for any catalogue business," said Brian Goler, senior vice president of sales at LookSmart.

Subsite Listings are an important new online direct marketing tool designed to reach people who are ready to act. About Eddie Bauer

Eddie Bauer, Inc. offers distinctive clothing, accessories and home furnishings for today's active, casual lifestyle through its two retailing concepts: Eddie Bauer® and Eddie Bauer Home(TM). In its 81-year history, Eddie Bauer has evolved from a single store in Seattle to a tri-channel, international company with more than 580 stores, 110 million catalogs and online Web sites: eddiebauer.com, eddiebauerhome.com, eboutlet.com and eddiebauerkids.com. Eddie Bauer operates stores in the U.S. and Canada, and through joint venture partnerships in Germany and Japan. Eddie Bauer is a wholly owned subsidiary of The Spiegel Group (NASDAQ: SPGLA).

### **About Performics**

Established as an industry innovator, Performics is the only pay-for-performance, online marketing company that utilizes a full-service approach, ranging from search engine optimization to e-mail and partner programs. The company develops and implements customized programs that enable companies to acquire and retain online customers. Performics clients include: Discover Card, Eddie Bauer, Hammacher Schlemmer, J. Jill, Orvis, Bose, Spiegel and JC Whitney.

### **About LookSmart**

LookSmart helps more than 35,000 businesses harness the power of Internet search to generate qualified leads. As the global leader in building, distributing and monetizing Web directories, LookSmart databases are searched 60 million times a day, through five of the top 10 portals, five of the top 10 ISPs and hundreds of additional ISP and media partners worldwide. LookSmart's distribution network reaches 82 percent, or more than four out of five U.S. Internet users, through Microsoft's MSN, Excite@Home, Alta Vista, iWon, Netscape Netcenter, Inktomi, Time Warner, Prodigy, Juno, CNN, Road Runner, Cox Interactive Media, InfoSpace and Qwest. BTLookSmart, LookSmart's joint venture with BT, deploys LookSmart wireless and Web directory solutions for ISPs, portals and mobile Internet businesses across Europe and Asia-Pacific. LookSmart is headquartered in San Francisco and can be contacted at (415) 348-7000.

### **Forward-Looking Statements**

This press release contains forward-looking statements based on our current expectations about our industry and our management's assumptions. Actual results could differ for various reasons, such as; the possibility that Subsite Listings will not be utilized by Internet end-users at projected rates; or our potential inability to generate sufficient listings and advertising revenue to reach profitability when planned; and other risks outlined in our annual report on Form 10-K and quarterly reports on Form 10-Q filed with the Securities and Exchange Commission.

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