



Daniel Peterson Joins LookSmart as Vice President of Technical Operations

SAN FRANCISCO, Apr 17, 2007 (BUSINESS WIRE) -- To accommodate anticipated growth, LookSmart (NASDAQ:LOOK) (ASX:LOK), an online advertising and technology company, has announced the appointment of Daniel Peterson to Vice President of Technical Operations. In his new role, Peterson will report to Chief Technical Officer Michael Grubb and oversee the functioning of all technology operations within the company, including revenue-generating production services and internal IT support.

With 17 years technical experience in complex, Internet-based environments -- including 10 years with Apple Computer, Inc. -- Peterson is the ideal candidate to help manage LookSmart's technical operations. Peterson will supervise systems administration, network administration, data center administration, infrastructure architecture, information security, capacity planning, and vendor management.

Peterson has an extensive background in the Internet industry. Most recently, he was Director, Operations for NextTag.com, where his responsibilities included migrating the entire Linux infrastructure to a common platform. He also established processes for centrally managed updates and server provisioning and remotely managed a team of System Administrators and NOC analysts in India to establish 24x7 NOC for monitoring and support of site operations. Prior to joining NextTag.com, Peterson held senior technical positions for Wal-Mart.com and Homewarehouse.com.

About LookSmart

LookSmart is an online advertising and technology company that provides relevant solutions for advertisers, publishers and consumers. LookSmart offers advertisers targeted, pay-per-click (PPC) search advertising and banners via its consumer Web properties and a monitored ad distribution network; a customizable set of private-label solutions for publishers, and vertical search sites and web tools for consumers. LookSmart is based in San Francisco, California. For more information, visit www.looksmart.com or call 415-348-7000.

Forward-Looking Statements

This press release contains forward-looking statements, such as references to our anticipated growth. These statements, including their underlying assumptions, are subject to risks and uncertainties and are not guarantees of future performance. Results may differ due to various factors such as the possibility that we may fail to preserve our expertise in search, online advertising and social bookmarking product development, that existing and potential distribution partners may opt to work with, or favor the products of, competitors if our competitors offer more favorable products or pricing terms, that we may be unable to grow sources of revenue other than our listings revenue, that we may be unable to increase growth in our owned-and-operated sites, that we may be unable to license compelling content at reasonable costs, that we may be unable to attain or maintain customer acceptance of our publisher services products, that changes in the distribution network composition may lead to decreases in traffic volumes, that we may be unable to improve our match rate, average revenue per click, conversion rate or other advertiser metrics, that advertisers may decide to reduce spending or terminate their relationships with us or our partners, that our relationship with Ask.com is terminable under certain conditions, that we may be unable to achieve operating profitability, that we may be unable to attract and retain key personnel, or that we may have unexpected increases in costs and expenses. In addition, you should read the risk factors detailed in our Annual Report on Form 10-K for the year ended December 31, 2006, filed with the Securities and Exchange Commission.

The statements presented in this press release speak only as of the date of the release. Please note that except as required by applicable law we undertake no obligation to revise or update publicly any forward-looking statements for any reason.

SOURCE: LookSmart

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