



NetZero and LookSmart Team Up to Create Co-Branded Site for NetZero Subscribers

Free Internet Access Leader Partners with Top Directory Provider in Multi-Million Dollar Deal

San Francisco, CA - May 4, 1999 - NetZero, Inc., the advertising supported top-10 Internet access provider, and LookSmartSM, the Internet's largest directory of quality Web sites, today announced a multi-million dollar strategic partnership under which the two companies will create a new co-branded, content-rich start page for NetZero subscribers. The companies made the announcement at @d:tech SF, here through May 5.

Under the partnership, NetZero subscribers will gain access to LookSmart's quality content of more than 750,000 unique site listings in over 60,000 categories, all selected, described and organized by the Internet's largest team of professional Web editors. LookSmart currently provides its directory to more than 200 Internet Service Providers (ISPs) who reach 4.5 million subscribers. The fastest-growing Internet provider of all time, six-month-old NetZero has more than 900,000 subscribers and is adding a new user every 13.5 seconds.

"This is a tremendous value for our subscribers and promises to be an ideal co-branded site, combining LookSmart's high quality directory and search engine and our growing portfolio of services," said Mark Goldston, CEO and Chairman, NetZero. "LookSmart's ability to help us build a rich experience for our customers the moment they log-on adds tremendous value to our service."

"Innovative ISPs such as Net Zero realize that they need to provide more than just a connection for their users - they need to help create a quality online experience," said Evan Thornley, CEO and co-founder of LookSmart. "We're excited to partner with NetZero to help define their users' experience through our quality Web directory."

About NetZero Inc.

NetZero is the first company to provide consumers nationwide completely free Internet access and e-mail while offering advertisers the most-sophisticated targeting capabilities available today. Using the widely accepted model of commercially supported network television and radio, NetZero's revenue is generated through advertising and e-commerce sponsorships. With headquarters in Westlake Village, Calif., NetZero is funded by Draper Fisher Jurvetson, Foundation Capital and Idealab Capital Partners, and maintains strategic alliances with AGIS, NetGravity and GTE.

About LookSmart

LookSmart, a leading Web directory and search tool, creates and maintains the largest editorially reviewed directory of content on the World Wide Web. LookSmart's directory is distributed through multiple channels, including a global network of ISPs, major Web sites, portals and viral marketing. Through its partnership with Cox Interactive Media, LookSmart also offers the largest collection of quality local Web content in more than 65 U.S. markets. The company is headquartered in San Francisco and can be contacted at (415) 597-4850. To see why more and more partners, advertisers, and consumers are turning to LookSmart, visit them at www.looksmart.com