



## LookSmart Adds Six New Subsite Listings Customers

SAN FRANCISCO, June 4 /PRNewswire/ -- LookSmart (Nasdaq: LOOK; ASX: LOK), the global leader in Web search directories, has signed six new companies to its Subsite Listings program. They are:

- Chef's Catalog, the leading catalog retailer of high-end kitchenware for professional and home chefs alike
- Crutchfield, the nation's leading mail order source for consumer electronics
- Autoweb, the leading consumer automotive Internet service
- collectiblestoday.com, "Home to All Things Collectible"
- Net-Temps, providing the world's leading staffing firms with the best candidates for contract assignments
- Travelocity, one of the most powerful one-stop travel sites on the Internet

These businesses will promote links to a total of thousands of products and product categories throughout the LookSmart directory. The listings will then appear as search results on Microsoft's MSN, Excite@Home, AltaVista, iWon, TimeWarner, Juno, Prodigy and hundreds of additional ISPs and media properties.

"Search inclusion as an industry is growing in excess of 200 percent per year, making it one of the fastest rising Internet applications, and rapidly establishing it as a core discipline in direct marketing," said Dakota Sullivan, vice president, marketing for LookSmart. "Programs such as our Subsite Listings put a company's products in front of people who know what they want, at the moment they're engaged in actively searching for that very thing."

For example, online shoppers searching for cutlery or wafflers on MSN, or any other LookSmart partner site, will find listings for these products available at Chef's Catalog displayed as part of the search results. When clicked, the link will take the shopper directly to the corresponding page within Chef's Catalog where they'll find the products, pricing and ordering information.

LookSmart Subsite Listings are an important new marketing tool designed to reach people who are ready to act. Subsite Listings are already generating highly qualified leads for leading direct marketers including Amazon, eBay, Gap, Eddie Bauer, VerticalNet, Banana Republic, OfficeMax, REI, Old Navy, Barnes & Noble and Spiegel.

### 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.

### 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 potential inability form and maintain marketing relationships with the partners mentioned in this release; the possibility that Subsite Listings will not be utilized by Internet end-users at projected rates; 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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