



LookSmart Gains Access to 2 Million Small and Medium-Sized Businesses Through Four New Express Submit Reseller Deals

SAN FRANCISCO--(BUSINESS WIRE)--Oct. 11, 2000--LookSmart (Nasdaq:LOOK), the global leader in Web directories, today announced new strategic partnerships with four leading small-business-solution providers and Web-submission services to offer LookSmart's Express Submit product to their 2 million small- and medium-sized business customers. Express Submit will now be available on SmartAge.com, a leading provider of small-business e-commerce and promotional services for small businesses; Traffick.com, a one-stop source of information on Internet portals; as well as 1st PlaceRanking.com, and DigitalAge Marketing, two of the leading Web site-submission services.

LookSmart is emerging as a leader in delivering targeted traffic to small and midsized businesses through its network of partner sites, which includes 8 of the top 15 portals, more than 370 ISPs, and many leading media companies. In addition to these four new partners, Express Submit is resold through leading portals, including MSN, Excite, AltaVista, and iWon; yellow-pages providers, such as YellowPages.com; and application platform providers such as InfoSpace.

"We see the small and medium-sized business market as an important opportunity for LookSmart, and Express Submit is a natural way to tap into it," said Scott Stanford, vice president of e-commerce at LookSmart. "These announcements demonstrate the traction LookSmart is gaining in this space."

Express Submit delivers a fast, cost-effective way to get listed in the LookSmart search directory and be distributed to LookSmart's network of partner sites that reaches more than 83% (4 out of 5) of US Internet users every month. Express Submit provides merchants and owners of Web sites guaranteed editorial review of submitted sites within 48 hours for a one-time fee, and if approved, placement in the appropriate categories in LookSmart's directory.

LookSmart is the leader in search targeting. Through Express Submit, as well as Resource Centers, Subsite Listings and contextually placed banners, LookSmart creates targeted advertising opportunities in and around its Internet search directory, enabling companies to place messages directly within the context of what users are searching for. The result is a better search experience for the user, as well as higher click-through rates and lower customer acquisition costs for the advertiser.

About LookSmart

LookSmart (Nasdaq:LOOK) is the global leader in Web directories. With 31 directories spanning 28 countries and 13 languages, LookSmart is committed to organizing the Web. LookSmart distributes its directories to a network of partner sites, which reaches more than 83% of US Internet users and includes partners such as MSN, Netscape, AltaVista, Excite, TimeWarner, Sony, Macromedia, Road Runner, Cox Interactive Media and Qwest. BTLookSmart, LookSmart's joint venture with British Telecommunications, deploys LookSmart's Web, WAP, mobile Internet and broadband search and directory solutions for ISPs, portals and mobile Internet businesses in 26 countries across Europe and Asia-Pacific.

Forward-Looking Statements

This press release contains forward-looking statements based on our current expectations and projections about our industry and our management's beliefs and assumptions. Words such as "will," "expects," "intends," "plans," "believes," "may," and variations of these words or similar expressions are intended to identify forward-looking statements. In addition, any statements that refer to expectations, projections or other characterizations of future events or circumstances, including any underlying assumptions, are forward-looking statements. These statements are not guarantees of future performance and are subject to risks and uncertainties. Actual results could differ from those expressed in these forward-looking statements for various reasons, such as the possibility that LookSmart's and its partners' users will not utilize the directory services at projected rates; the potential failure to establish an effective working relationship with SmartAge.com, Traffick.com and other partners; the potential inability to aggregate a large amount of Internet traffic from the partners' sites and monetize that traffic through advertising and other revenue streams; the potential inability to generate sufficient listings and advertising revenue to reach profitability; and other risks as 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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