



LookSmart Launches Zeal UK Community Additions to LookSmart Directories Worldwide Surpass 100,000 URL Mark

SAN FRANCISCO, June 3 /PRNewswire-FirstCall/ -- Building on the success of its Zeal community directories, LookSmart (Nasdaq: LOOK; ASX: LOK), a global leader in search targeted marketing, today announced the debut of Zeal UK. The UK community directory will be managed by BTLookSmart, a joint venture between LookSmart and British Telecom.

Zeal UK allows the Web-using public to contribute high quality, non-commercial content to BTLookSmart's popular UK Web directory, which provides search results for leading European ISPs and portals including Microsoft's MSN, ntl:home and AltaVista, and reaches 63 percent of all active UK Internet users (source: Jupiter Media Metrix, January 2002). With community content from Zeal UK, BTLookSmart expects to increase the rate of non-commercial site additions, enhancing the scale, quality and cultural relevance of the UK directory.

Community members of Zeal UK can contribute to the directory in a variety of ways, including submitting sites, suggesting edits and performing quality assurance. By earning points and passing a series of tests, members can become "Zealots," which enables them to manage high-level categories. Through this unique collaboration in which Web users share responsibility with professional editors, Zeal offers a directory that is authoritative, comprehensive, and responsive to community interests.

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In addition to the UK, LookSmart operates Zeal communities in the United States, Australia and Canada. Since its inception in July 2001, Zeal's worldwide community of volunteers has contributed more than 100,000 new URLs to the LookSmart directory. More than 9,500 community members have contributed at least one site to a Zeal Directory, and more than 400 have gone on to advanced roles as Zealots or Expert Zealots. Nearly 6,500 categories are now open to community participation in the UK directory. Combined with the 186,000 categories accessible in the U.S. Zeal Directory, and more than 14,000 in the Australian and Canadian Directories, more than 200,000 subject categories are now open to community contributions on Zeal.com.

"Members of Zeal are an elite group with amazing enthusiasm and expertise in their chosen subject areas, which range from ancient history to world news to medical specialties," said Kate Wingerson, vice president and editor in chief for LookSmart. "Zeal allows people from around the world to share their knowledge and help improve the Web search experience for millions of other users. The launch of Zeal UK is a critical part of that project, enabling volunteers to contribute the best local content to a directory with global reach."

"Reflecting LookSmart's commitment to providing highly relevant, non-commercial content, BTLookSmart's Zeal community is helping non-commercial and not-for-profit companies get online and get noticed," said Martin Turner, CEO of BTLookSmart. "When combined with our professional editorial process and commercial database, Zeal creates a dynamic, informative and helpful Web experience."

LookSmart acquired Zeal Media, Inc., the leader in community directory technology, in October 2000. LookSmart's global directories now have more than 3 million URLs organized into more than 300,000 categories.

For more information on Zeal, please visit www.Zeal.com.

About LookSmart

LookSmart helps businesses of all sizes harness the power of Search Targeted Marketing to generate cost-effective sales leads. LookSmart search listings enable businesses to reach 77 percent* or nearly four out of five U.S. Internet users, through top portals and ISPs including Microsoft's MSN, AltaVista, Netscape Netcenter, Prodigy, CNN.com, Road Runner, Cox Interactive Media, InfoSpace (Excite, Dogpile, MetaCrawler, WebCrawler), and search services such as Inktomi. BTLookSmart, LookSmart's joint venture with British Telecom, provides Search Targeted Marketing solutions in the U.K. and Japan. LookSmart is based in San Francisco, California, with offices in New York, Los Angeles, Detroit, Montreal, London, Melbourne and Sydney. For more information, please visit www.LookSmart.com.

- Media Metrix February 2002 Digital Media Audience Ratings

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