

Esther Dyson, Internet Icon and Best-selling Author Tops LookSmart Radio Guest List For Week of July 5, 1999

Free service launches on redesigned interface

San Francisco, CA - July 7, 1999 - LookSmart Radio tackles the Internet issues that affect most users, issues like online romance, security on the Net, safe surfing for kids and teens, finding the best online travel deals, and the volatile market for Internet stocks.

This week, Internet talk radio pioneer Mike Walter, host of LookSmart Radio, welcomes industry icon Esther Dyson to the daily, hour-long show. Dyson's group, the Internet Corporation for Assigned Names and Numbers (ICANN), is trying to take control of the lucrative business of assigning Internet addresses from its predecessor, Network Solutions. But ICANN's recent policy announcements, including a \$1 a year tax on every Internet assigned name user, face fierce resistance and possible Congressional investigation. Walter and Dyson will discuss how this epic struggle will directly affect everyone on the Internet.

Other guests scheduled to appear on LookSmart Radio this week include:

- Philip Lets, CEO of Beenz.com, on Web currency;
- David Newman, President of Digital Entertainment Network, the made-for-the-web TV network;
- Nancy Flynn, co-author of *Writing Effective Email: Improving Your Electronic Communication*;
- Roger Coryell, President of Lark Media and Proprietor of *The Garlic Page...the page that stinks!*
- Jo Ann Mills Laing, Chairman of an Internet marketing and content company, talking about the *Net Revolution... 12 Ways the Web Will Change Women's Lives Forever*;
- Dana Lyon, Publisher of *Wired Magazine* (www.wired.com);
- Robert du Puis, author of *How to Avoid High-Tech Stress*, explores the wide-reaching impact of high-tech stress on our lives and careers.

Mike Walter is the featured host of the nationally syndicated LookSmart World Wide Web Radio Show, heard weekly on the Internet and on-air radio stations across the U.S. Mike was the founder and CEO of Tuneup.com and one of the pioneers of Internet radio, having launched the World Wide Web Radio Show in 1996. Via www.looksmart.com/radio (the site unveils a new look this week) users can listen as Mike and his band of "usual suspects" unscramble the jargon and help users, from novice to expert, explore the wonders of the World Wide Web. When not answering calls from across the country and around the world, the LookSmart Radio crew provides Internet news and comment, expert tips and shortcuts, interviews with online celebrities and lifestyle experts, horoscopes, Web site reviews, Internet stock reports with Matt Ragas, of Raging Bull fame, and much more.

LookSmart radio is broadcast in Real Audio and in Microsoft Windows Media Player. The program is also simulcast in Emblaze technology which allows the user to listen or view streaming media effortlessly without a plug-in. Archives make it possible for users to easily locate missed shows and listen when they want to listen.

About LookSmart

LookSmart, a leading Web directory and search tool, creates and maintains one of the largest editorially reviewed directories 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.