



## LookSmart Appoints Dianne Dubois Chief Financial Officer

SAN FRANCISCO – August 6, 2001 – LookSmart (Nasdaq: LOOK, ASX: LOK), the global leader in Web directories, today announced that Dianne Dubois has been appointed chief financial officer for LookSmart. Dubois replaces Martha Clark, who has served as interim CFO for the Company, since March 2001.

“Dianne is a seasoned finance professional who brings the full range of experience we were seeking from her very successful career,” stated Evan Thornley, chairman and chief executive officer for LookSmart. “In addition to her lengthy public accounting background, Dianne has significant corporate development, joint venture and public markets experience. We're excited to have her join our executive management team.”

“I am excited to be joining the excellent management team at LookSmart, which has financially positioned the Company to take advantage of the significant market opportunity in the search targeted marketing business,” said Dianne Dubois. “I look forward to working with this team to continue building the strength of the Company as it enters its next growth phase.”

Dubois most recently served as the vice president finance - North America for E\*TRADE, a multinational online financial services company, with over \$1 billion in revenues. While at E\*TRADE, she was responsible for the development of E\*TRADE Advisor, including negotiating the joint venture for eAdvisor, strategy, operations and management. Additionally, Dubois led the acquisitions of eInvesting and Privateaccounts.com, including valuation, due diligence and negotiations.

Prior to joining E\*TRADE in 2000, Dubois was vice president of finance for PIMCO Advisors L.P., a multinational investment advisor with over \$1 billion in revenues and over \$250 billion in assets. She managed finance and planning for the Company, including financial responsibilities for four foreign offices. Previously, Dubois served as vice president, financial planning and analysis for WellPoint Health Networks, where she was responsible for strategic and operational planning. Additionally, she performed merger and acquisition analyses and integration planning. Dubois served for five years at the Walt Disney Company in a variety of positions, including director of operations planning, and was heavily involved in SEC reporting. Additionally, she spent eight years in public accounting, primarily for Arthur Andersen.

### **About LookSmart:**

LookSmart helps more than 40,000 businesses harness the power of Internet search to generate qualified leads. As the global leader in Web directories, LookSmart search listings reach 77 percent\* of Internet users in the U.S., through 5 of the top 10 portals, 5 of the top 10 ISPs, and hundreds of additional ISP and media partners worldwide. LookSmart's distribution partners include Microsoft's MSN, Excite@Home, AltaVista, iWon, Netscape Netcenter, Inktomi, AOL 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.

\* Media Metrix June 2001 Ad Network Report

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