



## International Traffic Growth Contributes 14.7 Percent of LookSmart's Revenue in Q2 2008

### Company Names Director of International Business Development

SAN FRANCISCO, Aug 06, 2008 (BUSINESS WIRE) -- LookSmart, Ltd. (NASDAQ:LOOK), a pay-per-click (PPC) search advertising network and technology solutions provider, today announced that increased international traffic now accounted for 14.7 percent of the company's revenues in the second quarter 2008.

During the second quarter, LookSmart offered its customers the ability to reach Internet users in Canada, Australia/New Zealand and the United Kingdom through enhanced geo-targeting features built into its AdCenter technology platform. LookSmart also recently began testing in Germany to explore further growth of its Advertising Network.

"Through the AdCenter platform, LookSmart's distribution partners are able to monetize their international search queries and advertisers are able to target down to the city-level in Canada, Australia and the United Kingdom," said Ted West, CEO and president of LookSmart. "Our publishers and search advertisers trust LookSmart to offer growth opportunities like internationalization through our proven, independent ad serving platform."

To further grow international market opportunities, LookSmart has appointed Bill Meyer as director of international business development. An experienced veteran of online media, Meyer most recently served as the director of sales for ePALS, and prior to that as director of client relations for Webloyalty and as vice president of marketing for eCommerce Solutions.

"LookSmart has produced sound growth internationally and has emerged as the search advertising network to watch," said Meyer. "They have assembled a great team of people and my goal is to add more advertising and publishing customers to the LookSmart Network."

With LookSmart, advertisers can manage their own campaigns through the company's intuitive self-service ad serving interface, and by working directly with hands-on campaign managers skilled at optimizing campaign performance and maximizing ROI. Geo-targeting features have also been added to LookSmart's widely-adopted open API, enabling bid management companies and advertising agencies to connect with more buyers in a highly targeted way. The same technology and tools that create custom distribution channels on LookSmart's Advertising Network are available to publishers who license the white label AdCenter platform.

### About LookSmart

LookSmart provides proven advertising solutions for advertisers and publishers. LookSmart offers advertisers targeted pay-per-click (PPC) search and contextual search advertising via its quality Advertiser Networks; and licenses its white label AdCenter technology to publishers and networks. LookSmart is based in San Francisco, California. For more information, visit [www.LookSmart.com](http://www.LookSmart.com) or call 415-348-7500.

### Forward-Looking Statements

This press release contains forward-looking statements, such as references to growth in use of and demand for our products, customer acceptance of our products and our business prospects. These statements, including their underlying assumptions, are subject to risks and uncertainties and are not guarantees of future performance. Results may differ due to various factors such as changes in the company's financial results for the second quarter 2008 based on the company's continued efforts to finish the review of such operating results and the review of such results by the company's auditors, the possibility that we may be unable to gain or maintain customer acceptance of our publisher solutions or ad backfill products, that existing and potential customers for our products may opt to work with, or favor the products of, others due to more favorable products or pricing terms, limitations on or our inability to retain and grow our ad and customer base, and limitations on or our inability to enhance our products. In addition, you should read the risk factors detailed in our Quarterly Report on Form 10-Q for the quarter ended March 31, 2007 and our Annual Report on Form 10-K for the year ended December 31, 2007, filed with the Securities and Exchange Commission.

The statements presented in this press release speak only as of the date of the release. Please note that except as required by applicable law we undertake no obligation to revise or update publicly any forward-looking statements for any reason.

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SOURCE: LookSmart, Ltd.

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