



Yack! Signs Distribution Agreement with LookSmart

New York, NY, December 8, 1997 - Yack! Inc., publisher of Yack! - The Ultimate Guide to Internet Chat, announced today that it has signed an international syndication and distribution agreement with LookSmart Limited, an Internet publishing company providing navigation services on the World Wide Web.

Under the terms of the agreement Yack! Inc. has developed a co-branded version of its site for LookSmart, incorporating the navigation service's unique look and feel. Yack! for LookSmart (<http://Looksmart.yack.com>) will be accessible to users of LookSmart's U.S.-based site (<http://www.looksmart.com>) and its Australian-based site (<http://www.looksmart.com.au>). LookSmart will sell advertising for the site and share revenues with Yack!

Yack! - The Ultimate Guide to Internet Chat is the Internet's definitive guide to online chat, providing users with an unparalleled listing of interactive events that occur both on the World Wide Web, as well as the proprietary online services. More than just a listings service, Yack! offers editorial features on specific chats as well as an e-mail reminder feature which updates users about chats they are interested in.

"LookSmart users will now be able to search for topic oriented chats as well as web sites," said Sean Malatesta, Chairman and Co-Senior Executive of Yack! Inc. "It's important for navigation services not only to provide information about static web sites but also about information that is time sensitive, and needs to be updated on a constant basis. Yack! fills that need."

Yack!'s partnership with LookSmart ensures that the chat information it collects will be seen by more users than ever before. Through the LookSmart Network, the company combines Internet access from more than 70 ISPs with "tailored versions" of the LookSmart search service to provide a home page for users.

About Yack! Inc.

Yack! Inc., an Internet publishing company, collects and aggregates information on chat and other time sensitive Internet events. It syndicates this information to online newspapers, ISPs, and other content providers. The company developed Yack! - The Ultimate Guide to Internet Chat, and has offices in New York and San Francisco.

About LookSmart

LookSmart Limited, an Internet publishing company providing navigation services on the World Wide Web, is a technically advanced navigation service for the World Wide Web that provides highly relevant information to Web users in an easy-to-use format. The company developed LookSmart and has offices in San Francisco and Melbourne, Australia.

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