



LookSmart Appoints David B. Hills as CEO

SAN FRANCISCO, Oct 18, 2004 /PRNewswire-FirstCall via COMTEX/ -- LookSmart (Nasdaq: LOOK, ASX: LOK), an Internet search company, announced today that David Hills has been appointed as the Company's Chief Executive Officer, effective October 25, 2004. Mr. Hills will succeed Damian Smith, who has served as interim CEO since January 2004.

Mr. Hills, 48, has nearly twenty-five years of experience in media sales, operations, and a wealth of interactive media experience in online advertising, search marketing, paid listings and subscriptions. He has served as President, Media Solutions for 24/7 Real Media (Nasdaq: TFMS) since August 2003, overseeing all domestic media, search and technology businesses for the company. Prior to joining 24/7 Real Media, he was COO and President of Sales for About, Inc., which owned About.com and Sprinks, the innovative pay per click service. Prior to that, Mr. Hills held various media executive positions for subsidiaries of Cox Enterprises, including Vice President, Sales for Cox Interactive Media, which owns and operates a network of Web sites focused on local content; Vice President and Director of Cox Interactive Sales, which operated an Internet advertising network; and Vice President for Telerep, a television advertising sales representation firm and a division of Cox Broadcasting. Mr. Hills received a B.A. in Communications from Bethany College and an M.S. in Communications from Boston University.

"I am thrilled to be joining LookSmart and leading the team in delivering high impact and relevant paid listings to our advertising customers and search engine partners," said Mr. Hills. "With the company's restructuring efforts completed successfully, and a focused plan for returning to operating profitability, LookSmart is in great shape to grow and expand its business, taking advantage of a very robust search marketplace. We have superior technology and business assets, coupled with the tremendous expertise of the team in place, that provide a solid growth platform for the future."

"Dave Hills is a seasoned and highly successful leader, with demonstrated experience in growing businesses through strong customer focus and disciplined execution," said Terri Dial, Chair of LookSmart's Board of Directors. "LookSmart is well-placed in a rapidly-growing industry, and the Board is confident David will deliver on the promise that our unique technology assets and business model hold. The Board would like to thank Damian Smith for his effective interim leadership of the company, and wishes him every success as he returns to pursue a promising business career in his native Australia."

About LookSmart

LookSmart is a leader in commercial search services and a developer of innovative web search solutions. The Company provides consumers with relevant search results through a distribution network that includes Lycos, CNET, InfoSpace (Excite, MetaCrawler, Webcrawler), Cox Interactive, Apple's Sherlock, U.C. Berkeley and LookSmart.com, while delivering high performance sales leads at a reasonable price to online businesses. LookSmart is based in San Francisco, California. For more information, visit www.looksmart.com.

Contact: Jennifer Jarman
The Blueshirt Group
415-217-7722
jennifer@blueshirtgroup.com

SOURCE LookSmart

Jennifer Jarman of The Blueshirt Group, +1-415-217-7722, or jennifer@blueshirtgroup.com, for LookSmart

<http://www.looksmart.com>

Copyright (C) 2004 PR Newswire. All rights reserved.

News Provided by COMTEX