LookSmart to Report Second Quarter Results Thursday, July 25, 2002

SAN FRANCISCO, July 16 -- LookSmart (Nasdaq: LOOK; ASX: LOK), a global leader in search targeted marketing, will report second quarter financial results on Thursday, July 25, 2002, after the market close. LookSmart will host a conference call at 6:00 p.m. ET (8:00 a.m. Australian ET, July 26, 2002) to discuss the results.

To listen to the call from the U.S., dial 1-800-218-4007; from Australia, dial 1-800-730-220. A replay of the call will be available until July 29, 2002, 11:59 p.m. PT. To access the replay from the U.S., dial 800-405-2236 and enter passcode 486404#; from outside the U.S., dial 303-590-3000 and enter passcode 486404#.

The call will also be available live by webcast on LookSmart's Investor Relations Web site at http://www.shareholder.com/looksmart/ . For more information about the conference call, please contact Investor Relations at 415-48-7000 or investor@looksmart.net.

About LookSmart

LookSmart helps businesses of all sizes harness the power of Search Targeted Marketing to generate cost-effective sales leads. LookSmart search listings enable businesses to reach 77 percent* or nearly four out of five U.S. Internet users, through top portals and ISPs including Microsoft's MSN, AltaVista, Netscape Netcenter, Prodigy, CNN.com, Road Runner, Cox Interactive Media, InfoSpace (Excite, Dogpile, MetaCrawler, WebCrawler), and search services such as Inktomi. BTLookSmart, LookSmart's joint venture with British Telecom, provides Search Targeted Marketing solutions in the U.K. and Japan. LookSmart is based in San Francisco, California, with offices in New York, Los Angeles, Detroit, Montreal, London, Melbourne and Sydney. For more information, please visit www.LookSmart.com

- Media Metrix February 2002 Digital Media Audience Ratings

CONTACT: Liz Haggerty, Investor Relations of LookSmart, 415-348-7185, or lhaggerty@looksmart.net.