



LookSmart Turns Away Pornographic Advertising

Move Reflects Web's, LookSmart's Increasingly Mainstream Users

San Francisco, CA, December 21, 1998 - LookSmart the Internet's leading category-based Web directory, today announced it will not accept pornographic advertisements on LookSmart.com. This reflects LookSmart's focus on serving its growing mainstream audience, which is currently 60 percent female, according to recent NPD survey statistics. As more new users log onto the Internet, LookSmart is increasing its efforts to provide a quality online experience for people of all ages. In addition to the ban on pornographic advertising, LookSmart does not publish information on adult-themed Web sites in its 800,000 editorially selected site listings in its directory.

"As a trusted source of online information, we want to provide content and advertising that reflects the values and interests of our company, users and partners," said Evan Thornley, co-founder and CEO of LookSmart. "LookSmart was founded on the principles of editorial quality and integrity, which is why the LookSmart directory contains no pornographic Web site listings. We believe our stance in rejecting pornographic ads from our sites will strengthen the trust our users have with us."

"We realize this position requires us to forego revenues that many of our competitors quietly accept," continued Thornley. "However, we believe the value of our user franchise and trust over time will far outweigh this."

About LookSmart

LookSmart, a privately held Internet publishing company providing category-based navigation services on the World Wide Web, hosts the world's largest editorially reviewed database of Web content with 800,000 site listings in 24,000 categories. LookSmart's unique cascading menu interface provides users with fast, intuitive access to a wealth of highly relevant online content, and provides advertisers with targeted media opportunities within a higher quality editorial environment. Current LookSmart partners include AltaVista, @Home, Netscape, HotBot, Erols and more than 100 ISPs. LookSmart's "syndicated distribution" strategy, enables partners to co-brand with LookSmart's product or seamlessly blend its content into an existing interface based on its flexible technology architecture. LookSmart's competitors include Yahoo! (YHOO), Excite (XCIT), Lycos (LCOS), Infoseek (SEEK), CNet's (CNWK) Snap! and America Online (AOL). The company is headquartered at 487 Bryant St, San Francisco, CA, 94107. LookSmart is the premier provider of navigation services for Netscape in the U.S., Australia and the UK. LookSmart can be reached at (415) 597-4850 or experienced at www.looksmart.com.