

LookSmart's Joint Venture, BTLookSmart, Gains Momentum with Three New Distribution Deals

BTLookSmart Signs Distribution Agreements with Leading International Sites: Excite, Zoom.co.uk, and Surfboard Holdings

SAN FRANCISCO--(BUSINESS WIRE)--Oct. 5, 2000-- LookSmart (Nasdaq:LOOK), the global leader in Web directories, today announced that its joint venture with British Telecom, BTLookSmart(TM), has signed distribution agreements with a leading ISP, a premier eBusiness, and a top-ranked media portal.

- Through an expanded strategic alliance with Excite, BTLookSmart will provide exclusive directories for eight countries and regions, including Denmark, Finland, Belgium, Norway, the UK, Switzerland, Sweden and the Netherlands. People searching Excite in those countries will have access to LookSmart's in-country, in-language directories.
- BTLookSmart will provide users of Zoom.co.uk, the UK's leading fashion and lifestyle e-tailer, and one of the top e-businesses in Europe, with co-branded search results from its customized directory with UK-relevant results listed first.
- BTLookSmart will become the primary directory service provider for Surfboard Holdings, the globally fourth-ranked, meta-search-engine company with over 3.5 million users.

"The three distribution deals announced today demonstrate the need for high-quality search and directory products, and the results that BTLookSmart delivers partners looking for search solutions," said Allan Larsen, senior vice president, Europe, for BTLookSmart. "From media portals, ISPs and eBusinesses, we're seeing an increase in demand for both wireless and Web directories."

BTLookSmart develops and delivers unique search and directory solutions to partners in Europe and Asia, enabling web publishers, media outlets, content aggregators and ISPs to provide the most relevant information to their customers at local, national and global levels. BTLookSmart draws on the core assets and established expertise of both LookSmart and BT, delivering LookSmart's directories to properties throughout Europe and Asia via BT's global network, which reaches 76 million Internet and wireless customers globally.

LookSmart is the world's largest professionally edited directory with over 2 million URLs organized into 200,000 categories. With over 200 editors representing 100 nationalities, LookSmart provides locally relevant, culturally sensitive content for 28 countries in 13 languages.

About LookSmart

LookSmart (Nasdaq:LOOK) is the global leader in Web directories. With 31 directories spanning 28 countries, and 13 languages, LookSmart is committed to organizing the Web. LookSmart distributes its databases to a vast network which currently reaches more than 64 million U.S. Internet users through partnerships with Microsoft's MSN, Netscape Netcenter, AltaVista, Excite, TimeWarner, Sony, Macromedia, Road Runner, Cox Interactive Media and Qwest. LookSmart's search directories are also distributed through British Telecom and other global partners to countries throughout Europe and the Pacific Rim.

About BTLookSmart

BTLookSmart is the global joint venture between LookSmart (NASDAQ:LOOK; ASX:LOK), the global leader in Web directories, and British Telecommunications (NASDAQ:BTY), the global telecommunications provider with presence in more than 100 markets worldwide. BTLookSmart is deploying LookSmart's Web, WAP, mobile Internet and broadband search and directory solutions for ISPs, portals and mobile Internet businesses in 26 countries across Europe and Asia-Pacific. The company operates two regional headquarters in Sydney, Australia and London, UK, serving the Asia Pacific and European markets respectively. For further information please visit www.BTLookSmart.com

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