eBay Signs Subsite Listings Deal With LookSmart

SAN FRANCISCO--(BUSINESS WIRE)--Nov. 1, 2000--LookSmart (Nasdaq:LOOK), the global leader in Web directories, today announced that eBay, the world's leading person-to-person online trading community, is buying LookSmart's product, called Subsite Listings, to promote product centers within its site. Subsite Listings enable searchers to easily find and connect directly to commerce areas within a Web site. The breakthrough product, released from Beta testing during Q3 2000, has already been adopted by leading companies, including, DealTime, CNET's mySimon, VerticalNet, and Hearst Publication's women.com.

LookSmart is the leader in Search Targeting. Through products like Resource Centers, Express Submit and Subsite Listings, LookSmart creates targeted marketing opportunities in and around its Internet search directory, enabling companies to place messages directly within the context of what users are looking for, when they are looking for it. The result is a better search experience for Internet users, as well as higher click-through rates and lower customer acquisition costs for businesses.

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 directories through a partner network that reaches more than 83 percent of US Internet users each month, and includes MSN, AltaVista, Netscape, Excite, iWon, Time Warner, Prodigy, Juno, InfoSpace, Sony, Macromedia, Road Runner, Cox Interactive Media and Qwest. BTLookSmart, LookSmart's international joint venture with British Telecommunications, deploys LookSmart's wireless and Web directory solutions for ISPs, portals and mobile Internet businesses in countries across Europe and Asia-Pacific.

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