



LookSmart Named Search Infrastructure Provider to FlashNet; Leading ISP Selects LookSmart's Search Solution for Subscribers

SAN FRANCISCO--(BUSINESS WIRE)--March 15, 2000--LookSmart (Nasdaq:LOOK), a global leader of Internet search infrastructure, today announced that FlashNet Communications, Inc. (Nasdaq:FLAS), a leading nationwide Internet access provider, has selected LookSmart's search and directory service for its subscriber web site (www.flash.net/flashnet.html).

LookSmart will provide search and directory services for FlashNet, including a collection of 1.5 million high-quality URLs organized into 100,000 categories. With access to FlashNet's 250,000 subscribers, the partnership extends LookSmart's reach with the addition of one of the largest Internet service providers in the United States.

"We're thrilled that FlashNet has chosen LookSmart's search solutions to meet the needs of their hundreds of thousands of subscribers and has returned to using LookSmart's service once again," said Christopher Tucher, senior vice president of business development at LookSmart.

"This renewed partnership validates LookSmart's significant momentum in the search infrastructure space as a flexible and customizable search and directory provider. LookSmart is committed to creating value through search for all partners, whether for a leading media company like Time Warner, Inc., or a leading ISP like FlashNet."

"We're committed to providing subscribers with the best online experience possible and LookSmart will help us achieve this goal," said Jim Grandahl, vice president, sales and marketing of FlashNet.

"We chose LookSmart because they are able to provide FlashNet customers with the highest quality, most comprehensive search product consistent with our branded environment, and because of their ability to monetize FlashNet's traffic."

About LookSmart

LookSmart (Nasdaq:LOOK) is a global leader of Internet search infrastructure, dedicated to helping the world find useful stuff quickly. LookSmart's search and navigation service reaches over 45 million people a month nearly 70 percent of all Internet users in the US -- through LookSmart's partner sites.

LookSmart has launched Web sites for the US, UK, Canada, Australia, the Netherlands, Singapore, Malaysia, and New Zealand, and has built directories for 17 countries, including Japan, Korea, Mexico and Brazil. LookSmart's search solutions include a collection of over 1.5 million high quality URLs organized into more than 100,000 categories.

LookSmart provides its search solutions to leading Internet portals, ISPs and Web sites including The Microsoft Network, Netscape Netcenter, Time Warner Inc., Excite@Home, Sony, BT, US West, AltaVista, NetZero, over 370 Internet Service Providers and 600,000 web sites. Through its partnership with Cox Interactive Media, LookSmart also offers one of the largest collection of quality local Web content in more than 70 US markets.

The company is headquartered in San Francisco and can be contacted at 415/348-7000 or visited at www.looksmart.com.

About FlashNet Communications, Inc.

FlashNet Communications, based in Fort Worth, Texas, is one of the largest Internet service providers in the United States, serving approximately 250,000 residential and small-business nationwide (as of Sept. 30, 1999) with a complete suite of access, communications and solutions. FlashNet continues to lead the industry with marketing innovations and has developed an outstanding reputation for customer service.

For more information, visit FlashNet's Web site at www.flash.net or call 888/FLASHNET.

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