



LookSmart Chooses Doubleclick Network as Advertising Sales Partner

San Francisco, CA, October 30, 1997 - LookSmart Limited, an Internet publishing company providing navigation services on the World Wide Web, today announced it has chosen DoubleClick Network, the Internet advertising solutions company, as its advertising sales partner.

Australian Internet leader LookSmart International today launches LookSmart Australia the biggest and most comprehensive online Internet directory yet seen in the country. The launch heralds a major development for the Australian Internet market from a company which has already created one of the most successful non-US owned internet sites in the world.

DoubleClick will be responsible for selling banner space on LookSmart's Web directory and search engine comprised of 16,500 subject categories with links to over 250,000 of the best and relevant Web sites.

"Though several leading rep firms wanted to work with us, it became clear that DoubleClick was not only the industry leader in Web ad sales—through their representation of over sixty Web sites—but also the best partner for LookSmart," said Brian Cowley, senior vice president of sales and distribution at LookSmart. "In addition to the doubling of their sales and sales staff since April of this year, their organizational structure and business focus is in line with the needs of LookSmart. We're confident they will help us achieve our goals."

Evan Thornley, CEO and co-founder of LookSmart added, "As a technology innovator in direct response and branding, DoubleClick understands our focus on revenue per visitor and the complexities of inventory management to meet targets."

"Hands down, LookSmart has the best category targetability on the Web," said Wenda Harris Millard, executive vice president of marketing and sales at DoubleClick. "We're excited about our partnership with LookSmart because these distinct interest categories create a huge opportunity for advertisers who want to have high reach and frequency measures."

Through this partnership, LookSmart will also be noted as one of DoubleClick's premier sites in their network.

The UK Connection

This partnership with DoubleClick extends beyond the borders of the U.S. DoubleClick will also be selling advertising on LookSmart in the United Kingdom. "LookSmart's site in the United Kingdom is a force to reckon with," said Kevin O'Connor, CEO of DoubleClick. "Like their site in the U.S., their three unique points of differentiation—quality editorial, category targetability and technology architecture - create a key opportunity for advertisers."

About DoubleClick

DoubleClick, Inc. is the global Internet advertising solutions company. Combining state-of-the-art technology and media expertise, DoubleClick successfully centralizes planning, execution, control, tracking and reporting for high-impact, online media campaigns.

DoubleClick is the industry leader at leveraging technology to create solutions that help advertisers and publishers unleash the power of the Web for branding, selling products, and building relationships with customers.

About LookSmart

LookSmart Limited, an Internet publishing company providing navigation services on the World Wide Web, is a technically advanced navigation service for the World Wide Web that provides highly relevant information to Web users in an easy-to-use format. The company developed LookSmart and has offices in San Francisco and Melbourne, Australia.

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