



LookSmart Continues to Expand Subsite Listings Business Through Agreement with Ashford.com

LookSmart Enables Luxury e-Tailor to Generate Traffic by Expanding the Distribution of Its Site Links Throughout LookSmart's Partner Network

SAN FRANCISCO--(BUSINESS WIRE)--Oct. 19, 2000-- LookSmart (Nasdaq:LOOK), the global leader in Web directories, has signed an agreement with Ashford.com (Nasdaq:ASFD) to provide Subsite Listings that will promote individual pages within Ashford's site.

Subsite Listings help businesses expand their traffic and increase their exposure on many of the biggest portals, enabling users to easily find and connect directly to content within sites. These categorized listings in the LookSmart directory are distributed throughout LookSmart's partner network, which reaches 4 out of 5 U.S. Internet users every month. Launched last month, LookSmart's Subsite Listings are already being used by more than a dozen premier e-businesses and content sites, including mySimon and Women.com.

"Because we are in the business of helping Internet buyers find the luxury products they're looking for, we understand the important role that search plays in driving traffic to our site," said Amy Oates Fitzgerald, Ashford's director of brand marketing. "Subsite Listings provide a new and effective way for large businesses like ours to utilize search, directing consumers to exactly what they are looking for and attracting new buyers and sellers who may never have otherwise visited Ashford.com."

Subsite Listings drive traffic to large e-businesses by providing direct links from the search page to content deep within a larger site. For example, shoppers searching for vintage watches can link directly from the search page on LookSmart's partner site to Ashford's Vintage Watches page.

"Agreements with premier e-businesses like Ashford.com build momentum in our drive to rapidly scale our listings business," said Scott Stanford, vice president of listings services. "Our Subsite Listings product enables our advertising customers to more effectively utilize the marketing capabilities of search, while providing people with a direct connection to the products and services they're looking for."

LookSmart is the leader in search targeting. Through products like Resource Centers, Express Listings and Subsite Listings, as well as contextually placed banners and text links, LookSmart creates targeted advertising opportunities in and around its Internet search directory, enabling companies to place messages directly within the context of what users are looking for. The result is a better search experience for the user, as well as higher click-through rates and lower customer acquisition costs for the advertiser.

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 to a network of partner sites, which reaches more than 83% of U.S. Internet users and includes partners such as MSN, Netscape, AltaVista, Excite, Time Warner, Sony, Macromedia, Road Runner, Cox Interactive Media and Qwest. BTLookSmart, LookSmart's 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.

About Ashford.com

Ashford.com (Nasdaq:ASFD) is the leading Internet retailer of luxury and premium products. The company's e-commerce site, located at <http://www.ashford.com/>, offers a vast selection of diamonds and more than 14,000 styles of new and vintage watches, jewelry, fragrances, leather accessories, ties, scarves, sunglasses, writing instruments and corporate gifts from more than 400 leading brands. Dedicated to creating the best luxury shopping experience on the planet, Ashford.com offers complimentary overnight shipping and gift packaging, a 60-day money-back guarantee on all new watches and 30-day money-back guarantee on all other merchandise, an Ashford credit account and the Ashford.com Protection Plus(SM) policy, which provides outstanding product warranties, customer privacy and site security.

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