



LookSmart Launches Local Directories

Category-based Web navigation service incorporates 65 city and regional databases to its www.looksmart.com site

San Francisco, CA, December 8, 1998 - LookSmart Limited, the Internet's leading directory of Web sites, today introduced the addition of localized search capabilities in 65 U.S. markets, making LookSmart the most comprehensive provider of quality local Web sites.

The localized searches are mini-directories that enable users to tab back and forth between local and global content on the site. This tabbing design was developed after intensive research into how consumers would like to access local content. Local searches include links that offer information such as up-to-the-minute weather reports; news; movies; family activities; as well as thousands of links to local businesses, services and community groups. In addition, LookSmart has partnered with VolunteerMatch, allowing users to explore volunteering opportunities in their local areas. The localized directories will also enable advertisers to pinpoint their target audience by geographic location.

"The addition of local directories adds depth, personalization and user convenience to the site," said Evan Thornley, co-founder and CEO of LookSmart. "Now our users have access to three levels of search results: sites from the city of their choice, sites from all of LookSmart and sites from AltaVista Results - comprehensive searches at the click of just one button. From an advertising perspective, these local directories will allow advertisers to target their audience much more specifically than before."

LookSmart editors partnered with Cox Interactive Media (CIMedia) editors from local CIMedia city sites who are familiar with the 65 markets to ensure the quality of 200,000 site listings that were added. The LookSmart local directories will also be incorporated into CIMedia's local city guides.

About LookSmart

LookSmart Limited, a privately held Internet publishing company providing category-based navigation services on the World Wide Web, hosts the world's largest editorially reviewed database of Web content with 800,000 site listings in 24,000 categories. LookSmart's unique cascading menu interface provides users with fast, intuitive access to a wealth of highly relevant online content, and provides advertisers with targeted media opportunities within a higher quality editorial environment. Current LookSmart partners include Digital's AltaVista, @Home, Compuserve, Netscape, HotBot and more than 100 ISPs. LookSmart's "syndicated distribution" strategy, enables partners to co-brand with LookSmart's product or seamlessly blend its content into an existing interface based on its flexible technology architecture. The company is headquartered at 487 Bryant St, San Francisco, CA, 94107. LookSmart is the premier provider of navigation services for Netscape in Australia and the UK. LookSmart can be reached at (415) 597-4850 or <http://www.looksmart.com>.

About Cox Interactive Media

CIMedia is the nation's largest provider of local content sites on the Internet. The volume of CIMedia pages read by consumers exceeds the page view performance of any other local site network. To date, this network includes 26 city and specialty sites (www.cimedia.com). CIMedia is a subsidiary of Cox Enterprises, Inc., and is headquartered in Atlanta. A leading media company, Cox Enterprises includes Cox Newspapers, Inc. (newspapers, direct mail marketing, book publishing), Cox Broadcasting, Inc. (TV, spot sales, television production, research, publicly-traded Cox Radio, Inc.) and publicly traded Cox Communications, Inc. (cable distribution, programming, broadband communications) in addition to Cox Interactive Media. The company also is the world's largest operator of automobile auctions through Manheim Auctions, providing financial services, government auctions, online services and price guides.