



LookSmart Appoints Directory and Online Marketing Executive Ted West to Board of Directors

SAN FRANCISCO, Nov. 15 /PRNewswire/ -- LookSmart (Nasdaq: LOOK; ASX: LOK), a global leader in search targeted marketing, today announced the appointment of Ted West to its board of directors. As an executive with more than 15 years of directory, online direct marketing and technology solutions experience, West brings invaluable search targeted marketing expertise to LookSmart's board of directors.

West is currently CEO of Centerwheel Corporation, an online customer relationship management company which markets developer and customer support systems for technology companies. Previously, West's directory experience dates back to the late 1980's when he led marketing and business development for Pacific Bell Directory, including the development and launch of the SMART Yellow Pages, and ancillary businesses in direct marketing and electronic publishing. Subsequently, West was founder and CEO of Consumer Direct Access, publisher of "CATALYST," a national vendor directory later sold to Ameritech. West was also co-founder of Network 1.0, which was sold to SoftBank Interactive Marketing and became one of the leading online marketing sales firms. Most recently, West served as CEO of RealNames International, a subsidiary of the RealNames Corporation, which sells Internet Keywords distributed globally through the Microsoft browser, major search engines and portals in the U.S., Japan, Europe and other markets of the world.

"Ted brings unique domain expertise to our business as a pioneer and executive with more than 15 years of experience in the directory and online direct marketing space," said Evan Thornley, chairman and chief executive officer of LookSmart. "As a leader in search targeted marketing, LookSmart will benefit from Ted's insight and experience in serving the global online marketing needs of small, medium and large businesses, and his deep relationships throughout the Internet industry. We're pleased to have Ted join our board at an exciting time in LookSmart's history."

West holds an MBA from Harvard Business School and an AB, Architecture/Urban Planning, from Princeton University. West replaces Scott Whiteside who has served on LookSmart's board of directors for the last three years.

About LookSmart

LookSmart helps more than 50,000 businesses harness the power of search targeted marketing to generate qualified leads. LookSmart commercial search listings enable customers to reach 77 percent* or nearly four out of five U.S. Internet users, through top portals and ISPs including Microsoft's MSN, AltaVista, Netscape Netcenter, Inktomi, Excite@Home, Prodigy, Juno, CNN, Road Runner, Cox Interactive Media, InfoSpace (Go2Net, Dogpile, MetaCrawler) and Ask Jeeves. As publisher of the world's most widely distributed search directory, LookSmart is the only company that provides both pay-for-placement and paid inclusion search listing platforms, to meet the needs of medium and large advertisers. BTLookSmart, LookSmart's joint venture with BT, deploys LookSmart directories and provides search targeted marketing solutions in the U.K., France and Asia-Pacific. LookSmart is based in San Francisco, with offices in Los Angeles, New York, Detroit, Montreal, London, Melbourne and Sydney. For more information, please visit www.LookSmart.com.

* Media Metrix June 2001 Digital Media Audience Ratings

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