



## The New Look of LookSmart

### Leading Search Advertising Provider Partners with Digital Influence Group for New Corporate Identity

SAN FRANCISCO, Aug 18, 2008 (BUSINESS WIRE) -- LookSmart, Ltd. (NASDAQ:LOOK), a pay-per-click (PPC) Search Advertising Network and technology solutions provider, today unveiled its new corporate identity and redesigned Web site, LookSmart.com, at the 2008 Search Engine Strategies Conference in San Jose. The company is an exhibitor, as well as a sponsor and participant in a panel discussion entitled "Everything but Google: Alternative Search Advertising Options." LookSmart worked with Boston-based, social media marketing agency Digital Influence Group on the project.

"LookSmart has a strong online marketing brand and a long operating history," said Ted West, chief executive officer and president of LookSmart. "While we did not want to change our trade name, our new corporate identity reflects our commitment to quality search advertising products and services through the company's proven AdCenter platform, and tenacious delivery of results for search advertisers and web publishers on our search advertising networks."

The new branding embodies LookSmart's energy and dedication to providing solutions to both search advertisers and Web site publishers and networks. The new look includes a redesigned logo and Web site, as well as revamped business collateral, for the 12-year-old company.

"LookSmart's business transition, from a consumer web directory and search engine to a trusted, independent Search Advertising Network and technology solutions provider, was not yet fully addressed," said Aaron Hughes, senior vice president and creative director of Digital Influence Group. "LookSmart has gone through a compelling evolution and needed a look that captures its leadership position today."

The new logo and corporate identity are debuting at the Search Engine Strategies conference in San Jose, and the Security Research Associates Summer Technology Conference in San Francisco, today. The new LookSmart corporate identity can be seen in the SES Exhibit Hall at booth number 609.

"It is great to see LookSmart's brand identity reflect the great work the company's employees have been doing in growing our business in search advertising networks," said West. "We have emerged as an essential complement to web publishers and search advertisers who seek to go beyond the major search engines to monetize their traffic and extend their advertising reach cost-effectively," West added.

#### About LookSmart

LookSmart provides premium and performance advertising solutions for advertisers and publishers. LookSmart offers advertisers targeted pay-per-click (PPC) search and contextual advertising via its Advertiser Networks; and licenses its white label AdCenter technology to top publishers and networks. LookSmart is based in San Francisco, California. For more information, visit [www.LookSmart.com](http://www.LookSmart.com) or call 415-348-7500.

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