



## LookSmart Appoints New Vice President of Advertising Sales

SAN FRANCISCO, Feb 18, 2009 (BUSINESS WIRE) -- LookSmart, Ltd. (NASDAQ:LOOK), the search advertising network and management company, today announced that Gill Brown has joined the company as Vice President of Advertising Sales. Brown most recently served on the sales leadership team of Tribal Fusion. Brown will be based out of LookSmart's San Francisco headquarters and will report to Sr. Vice President and General Manager Jonathan Ewert. He will be responsible for developing new business relationships, forming strategic partnerships and managing LookSmart's existing sales team.

"We are very pleased to have Gill join our sales and management teams," said Ewert. "As a veteran of Internet media, Gill brings with him a wealth of experience, having held leadership positions with Yahoo!, Deja.com and CMP Media. I look forward to working with Gill as we build on LookSmart's success in the market and seek to enhance our leadership position in search advertising networks."

From 2000 to 2007, Brown worked at GoTo.com, Overture Services, and Yahoo! Search Marketing where he evangelized the paid-search advertising model for Yahoo! and built the company's entire Northwest Regional Sales operation.

"For online advertisers targeting a specific industry or market, search ad networks can be a source of quality traffic. LookSmart has a proven reputation for helping leading brands run successful campaigns every day, allowing marketers to maximize value, regardless of the size or scope of the campaign," said Brown. "I am delighted to be able to join the company at this stage of its growth and I look forward to leveraging my experience in the industry to help the company continue its success."

### About LookSmart, Ltd.

LookSmart (NASDAQ: LOOK) is a premier search advertising network and management company. A trusted provider of quality search advertising products and services to text advertisers, LookSmart offers targeted pay-per-click search and contextual advertising via its proven Search Advertising Network. For publishers seeking to create their own vertical advertising networks, LookSmart also licenses and manages its award-winning AdCenter platform. Dedicated to the quality of text advertising, LookSmart is one of the five founding members of the IAB Click Measurement Panel. For more information call 415-348-7500.

### Forward-Looking Statements

This press release contains forward-looking statements, such as references to our business prospects. These statements, including their underlying assumptions, are subject to risks and uncertainties and are not guarantees of future performance. Results may differ due to various factors such as the possibility that we may be unable to gain or maintain customer acceptance of our publisher solutions or ad backfill products, that existing and potential customers for our products may opt to work with, or favor the products of, others due to more favorable products or pricing terms, limitations on or our inability to retain and grow our ad and customer base, and limitations on or our inability to enhance our products. In addition, you should read the risk factors detailed in our Quarterly Report on Form 10-Q for the quarter ended September 30, 2007 and our Annual Report on Form 10-K for the year ended December 31, 2007, filed with the Securities and Exchange Commission.

The statements presented in this press release speak only as of the date of the release. Please note that except as required by applicable law we undertake no obligation to revise or update publicly any forward-looking statements for any reason.

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SOURCE: LookSmart, Ltd.

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