



LookSmart Signs Subsite Listings Agreement With Military.com

LookSmart Enables Military.com to Expand Distribution of Its Content on Major Portals Through Deep Site Listings in the LookSmart Directory

SAN FRANCISCO--(BUSINESS WIRE)--Oct. 18, 2000-- Military.com, a major online destination and solutions provider for the military community, will now be able to reach more of its audience and increase its exposure on many of the biggest portals through Subsite Listings in the LookSmart directory. LookSmart (Nasdaq:LOOK), the global leader in Web directories, will enable users to easily find and connect directly to specific content, services and merchandise within Military.com's site by providing Subsite Listings within military-related categories in the LookSmart directory. Launched last month, LookSmart's Subsite Listings program is already being used by more than a dozen other premier e-businesses and content sites, including the first Subsite customer, mySimon.

"Our partnership with LookSmart provides an effective means to help consumers on major portals find high-quality, military-related services, marketplace items and content," said Christopher Michel, Military.com CEO.

Subsite Listings drive traffic to large e-business Web sites by providing direct paths from the search page to content deep within their sites. For example, users searching for military medals can go directly from the search page on LookSmart's partner site to Military.com's Medals page. These listings placed in the LookSmart directory are distributed throughout LookSmart's network, which reaches 4 out of 5 U.S. Internet users every month.

"Military.com is increasing the likelihood that consumers searching the Internet for military-related items will visit their site by creating Subsite Listings in the LookSmart directory for specific product categories," said Scott Stanford, vice president of listings services at LookSmart. "This is the most cost-effective way for leading sites like Military.com to increase traffic."

LookSmart is the leader in search targeting. Through products like Resource Centers, Express Submit 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 searching 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 US 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 Web, WAP, and broadband search and directory solutions for ISPs, portals and mobile Internet businesses in countries across Europe and Asia-Pacific.

About Military.com

Military.com serves the 80 million Americans in the military community, offering solutions to consumers and to the government agencies that serve them. As the largest online destination for the military community, Military.com understands the military market and addresses needs related to relocation, career transition, VA loans, financial planning, educational programs and more. As a daily resource for the active-duty community and an alumni association for those who served, Military.com keeps members informed and connected for life.

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