



LookSmart Announces a Solution for Publishers' Unsold Ad Inventory

Internet Retailer

San Francisco, Calif. (April 18, 2007)— LookSmart (NASDAQ: LOOK, ASX: LOK), an online advertising and technology company, today announced a solution for publishers' unsold ad inventory known as "Platform Backfill." An enhancement to LookSmart's syndicated AdCenter for Publishers, Platform Backfill uses ad network feeds from other publishers to help increase a publisher's revenue and bidding activity. Advertisers also benefit from being placed onto multiple publishers' sites which augments reach.

Platform Backfill combines advertiser feeds from those LookSmart publishers that choose to participate—including search engines, ad networks and LookSmart itself— then separates them into individual advertisers who can compete in another publisher's auction process. Used to solve the problem of unsold inventory, this method fills ad spaces on a publisher's page that are typically left empty. Backfill ads are placed on a publisher's site along with their own ads.

"The release of Platform Backfill is a significant development for our publishing customers, as well as advertisers," said Dave Hills, CEO and president of LookSmart. "The opportunity for publishers to increase both revenue and auction activity by creating a backfill solution is a big step forward in the industry. At the same time, we're providing advertisers more opportunities to connect with prospective customers.

Platform Backfill is a system built within LookSmart's AdCenter for Publishers. LookSmart licenses its AdCenter to top publishers, including Ask.com and Reed Business Information, a division of Reed Elsevier, making it one of the more active technologies in online advertising today. First launched in Spring 2005, LookSmart's AdCenter is a hosted advertising sales and service platform that allows search engines, media companies, social networking sites, retail sites, directories, ISPs and portals to manage their advertiser relationships and accounts.

About LookSmart

LookSmart is an online advertising and technology company that provides relevant solutions for advertisers, publishers and consumers. LookSmart offers advertisers targeted, pay-per-click (PPC) search advertising and banners via its consumer Web properties and a monitored ad distribution network; a customizable set of private-label solutions for publishers, and vertical search sites and web tools for consumers. LookSmart is based in San Francisco, California. For more information, visit www.looksmart.com or call 415-348-7000.

Forward-Looking Statements

This press release contains forward-looking statements, such as references to enhancing our products and industry and customer acceptance of our products. 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 products, that existing and potential customers for our platform backfill offering may opt to work with, or favor the products of, others due to more favorable products, pricing terms or composition of other platform backfill participant networks. In addition, you should read the risk factors detailed in our Annual Report on Form 10-K for the year ended December 31, 2006, filed with the Securities and Exchange Commission.

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

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