



'Tis the Season for Technogiving™

LookSmart and iGive.com join forces to help users donate to their favorite cause by simply shopping online

San Francisco, CA, December 17, 1998 - LookSmartSM, the Internet's leading directory of Web sites, today announced an exclusive multi-year co-marketing partnership in the search category with iGive.comTM, inc. that will enable users to support their own personal favorite cause by shopping online via www.looksmart.com.

LookSmart users can now combine gift giving with charitable giving by clicking onto iGive.com links located on the LookSmart homepage, holiday shopping section and on banner ads placed throughout LookSmart's site. After clicking, users can easily become members of iGive.com free-of-cost and begin shopping at over 20 online stores such as eToys, Music Boulevard, GreatFlower.com, Sports Superstore, DigitalChef.com, Personal Creations, Reel.com, Books.com and many more. Up to 12.5 percent of each purchase will be donated to the shopper's favorite worthy cause. Members have generated over \$175,000 for approximately 3,000 causes so far, with members signing up 20-30 new organizations every day. Causes range from national nonprofits like Special Olympics, Red Cross and the Lost Children's Network to local causes like animal shelters, school PTO's, Little League organizations, and more.

"LookSmart is honored to be associated with iGive.com," said Evan Thornley, co-founder and CEO of LookSmart. "Because our audience is 60 percent female, it's important to develop partnerships that will be of interest to our women users. iGive.com's strong female membership base and its focus on community is an ideal fit for LookSmart that we believe our entire audience will benefit from."

"iGive.com helps nonprofit organizations access new, exploding e-commerce revenue streams, at no cost to their organization or their members. LookSmart is an ideal search and directory partner for us to expand our reach and to help more worthy causes," said Robert Grosshandler, founder and CEO of iGive.com. "We look forward to a long and prosperous relationship with them."

In addition to shopping, there are other ways a member can help their favorite cause at iGive.com. For example, every time a member refers a friend to iGive.com, \$2 goes to that member's favorite cause. Other activities, such as browsing ads and linking to other sites offer opportunities to generate more money for members' causes.

About LookSmart

LookSmart, a privately held Internet publishing company providing category-based navigation services on the World Wide Web, hosts the world's largest editorially reviewed database of Web content with 800,000 site listings in 24,000 categories. LookSmart's unique cascading menu interface provides users with fast, intuitive access to a wealth of highly relevant online content, and provides advertisers with targeted media opportunities within a higher quality editorial environment. Current LookSmart partners include AltaVista, @Home, Netscape, HotBot, Erols and more than 100 ISPs. LookSmart's "syndicated distribution" strategy, enables partners to co-brand with LookSmart's product or seamlessly blend its content into an existing interface based on its flexible technology architecture. LookSmart's competitors include Yahoo! (YHOO), Excite (XCIT), Lycos (LCOS), Infoseek (SEEK), CNet's (CNWK) Snap! and America Online (AOL). The company is headquartered at 487 Bryant St, San Francisco, CA, 94107. LookSmart is the premier provider of navigation services for Netscape in the U.S., Australia and the UK. LookSmart can be reached at (415) 597-4850 or experienced at www.looksmart.com

About iGive.com

iGive.com was launched as eyegive.com in 1997. As the originator of browsing and buying for good on the net, iGive.com has generated over \$175,000 for its' members causes through 'Technogiving™' activities - online buying and browsing. The company's charter is to donate at least 50% of revenues to the causes of its members. iGive.com is a pioneer in the new trend of 'social entrepreneurialism' - helping to bring technology and innovation to the nonprofit sector. iGive.com can be reach at (847) 328-5293 or <http://www.igive.com>