



LookSmart To Syndicate Radio Programming to Online and Offline Partners

Brings New Audio Opportunity to LookSmart Advertisers

San Francisco, CA - August 24, 1999 - LookSmart Radio — The Talk of the Internet™ (www.looksmartradio.com), one of the Internet's first talk radio programs and a component of LookSmart (Nasdaq: LOOK), is now available for free syndication to ISPs and Web sites looking to enhance their site and user loyalty with content designed to keep users on their sites longer.

LookSmart's innovative distribution model enables partner sites to link for free to the entire show or to individual segments. Distribution partners place the "click. hear.™" button on their sites. A click launches the LookSmart Radio Show. Users listen while they browse.

"LookSmart Radio continues to be a natural extension of the quality of editorial content we are dedicated to providing our users," announced Val Landi, senior vice president of LookSmart's marketing and media services. "LookSmart Radio provides the one key element missing from today's highly visual Web experience — the human voice." "LookSmart Radio" Landi added, "is also being offered to our 600,000 BeSeen Web site affiliates and our network of 220 ISPs. It adds an interesting audio advertising-revenue component to our business model."

Celebrity guests, musicians, authors, and stock market watchers discuss the day's online and worldwide issues with veteran radio hosts Los Angeles Times syndicated columnist Larry Magid, Kathy Llamas, and Stephan Cox. Recent guests include:

- Authors John Gray (*Men Are From Mars, Women Are From Venus*) and Sherrie Schneider (*The Rules*)
- Orlando Miracle WNBA Head Coach Carolyn Peck
- Esther Dyson, Internet guru and best-selling author
- Raging Bull 'Cyberstock' editor, Matt Ragas
- "Terminator 2" producer Larry Kasanoff
- Kara Swisher, *Wall Street Journal* reporter and author of *AOL.com*
- Lou Dobbs, founder of *space.com*

The lively interactive forum includes Web sites reviewed by LookSmart editors, horoscopes by Astrologer to the Stars Lee Holloway, Internet stock reports, and LookSmart Radio Backstage, bringing a behind-the-scenes look at the world of music. The show broadcasts live weekdays at 2 p.m. EST. Visitors can browse and hear previous shows anytime at the site's Listening Library. The audio is supplied via Broadcast.com and can be heard using RealNetwork's Real Player and Microsoft Media Player.

About LookSmart

LookSmart (Nasdaq: LOOK), ranked the 11th most visited Web property by Media Metrix, is a leading Web directory and search tool that creates and maintains one of the largest editorially reviewed directories of content on the World Wide Web. LookSmart's directory is distributed through multiple channels, including a global network of ISPs, major Web sites, portals and viral marketing. Through its partnership with Cox Interactive Media, LookSmart also offers one of the largest collections of quality local Web content in more than 65 U.S. markets. The company is headquartered in San Francisco and can be contacted at (415) 597-4850.