



## LookSmart's Search Advertising Network Approaches 500 Million Queries per Day Milestone in Q2 2008

### Search Advertising Network Delivers High Volume of Quality Clicks at a Reasonable Cost

SAN FRANCISCO, Oct 22, 2008 (BUSINESS WIRE) -- LookSmart, Ltd. (NASDAQ:LOOK), the search advertising network and management company, today highlighted metrics that demonstrated the company's delivery of superior value for search advertisers who seek broad and cost-effective reach for their keyword text advertising campaigns.

During this year's second fiscal quarter, LookSmart's network averaged nearly 500 million queries per day, providing search advertisers with a quality complement to their campaigns on the major search engines. According to a research paper from search engine marketing solutions provider Efficient Frontier, "Search Engine Performance Report Q2 2008," Google, Microsoft Live and Yahoo delivered CPCs of approximately 71 cents, 59 cents and 51 cents, respectively. LookSmart's average cost-per-click during the same period was 8 cents.

"In these tough economic times, search advertisers seek quality and value for their campaigns. As prices on proprietary search engines continue to rise without proportionate added value to search advertisers, search advertising networks such as LookSmart offer an attractive value proposition by presenting a large volume of quality clicks at a very reasonable cost," said Ted West, chief executive officer and president of LookSmart. "The quality of our network is monitored to ensure value to our customers, and we work closely with our advertisers to manage their campaigns for strong return on investment. Our award-winning, proven platform scales to meet advertiser needs and efficiently targets search audiences on our growing network of non-proprietary search queries. LookSmart's advertisers benefit from the quality and service offered."

Kyle Koch, SEM Manager at RealtyTrac, the leading online provider of resources for home seekers, investors and real estate agents, said, "Working with LookSmart provides RealtyTrac with incremental business that we would not have realized otherwise. The LookSmart staff is very knowledgeable and helps to ease our workload with keyword expansion, bid management, and custom distribution for our campaigns. They provide clever insights and show us ways to better optimize our account for the best possible ROI."

#### About LookSmart

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, visit [www.LookSmart.com](http://www.LookSmart.com) or call 415-348-7500.

SOURCE: LookSmart, Ltd.

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