



LookSmart and Diigo Partner to Offer Enhanced Social Bookmarking Platform

SAN FRANCISCO, Mar 17, 2009 (BUSINESS WIRE) -- LookSmart (NASDAQ: LOOK), a leading search advertising network, is pleased to announce its relationship with Diigo.com, an innovative online research tool and knowledge sharing solution. Under the new combination, Looksmart will transfer the Furl social bookmarking technology and service to Diigo.com in return for a potential equity position in the company. The partnership enables LookSmart to deliver on its stated goal of narrowing corporate focus while also providing continued participation in the rapidly expanding knowledge management space. This relationship will give users a robust set of social bookmarking, research and annotation tools.

"LookSmart is pleased to know that Furl's loyal user base will benefit from a reliable platform run by a team highly focused on bringing users the most advanced features and functionality in the marketplace. The relationship drastically changes the social bookmarking landscape and we look forward to being a part of it," said Ted West, chief executive officer and president of LookSmart.

The integration of Furl with Diigo, in conjunction with the upcoming release of Diigo 4.0, will advance the Diigo team's goal of taking the social bookmarking/annotation to new heights. "Diigo is pleased that Looksmart has chosen us to support Furl's one million users," said Dr. Wade Wei Ren, founder and CEO of Diigo. "Our platform has been widely recognized as providing users one of the most feature-rich and robust social bookmarking/annotation services on the web today, and we look forward to extending our services to the Furl community."

About LookSmart:

LookSmart (NASDAQ:LOOK) is a premier search advertising network and management solutions 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 branded vertical advertising networks, LookSmart also licenses and manages search ad networks using 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.

About Diigo:

Diigo.com enables user to process, manage, share and discover online information more productively and effectively. Diigo aims to be the best knowledge sharing and management platform for individuals, work groups, and companies. Diigo has received rave reviews from leading IT publications, and many awards, including 2nd Open Web People Awards - Best Social Bookmarking category, Nevada's Center for Entrepreneurship and Technology's "Tech Start-up of the Year" Award, and Technology Innovation Foundation's "Technology Innovator of the Year" Award. Diigo is privately held, and is based in Reno, NV. For more information, visit www.Diigo.com.

SOURCE: LookSmart

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