



LookSmart Australia and LookSmart UK To Be Premier Providers on Netscape's UK and Australia International NetSearch Pages

New UK and Australian LookSmart Products Set to Capture Large Amount of Local Traffic through Relationship with Netscape

San Francisco, CA, November 5, 1997 - LookSmart Limited, (www.looksmart.com), an Internet publishing company providing navigation services on the World Wide Web, announced today that Netscape Communications Corporation has selected it as a Premier Search Partner for both its UK and Australian NetSearch programs. LookSmart is launching the Australian version of the product (www.looksmart.com.au) today, while LookSmart UK will launch later this month.

"We look forward to working with LookSmart as their ability to clearly identify and provide what local Internet users and businesses really want is key," said Kate Gerwe, director international electronic marketing at Netscape.

Evan Thornley, CEO and co-founder of LookSmart said that the announcement was recognition of the quality of its services and will put the company in a leading position in these fast emerging markets.

"Being a premier provider in both Australia and the UK will provide us with the same ground floor opportunity that launched traditional search services like Yahoo!," said Thornley. "Despite our focus on quality of user experience, we know that distribution is the key to success in this business. Netscape's NetSearch program is one of the largest and most well recognized channels on the Internet."

Thornley also said that the NetSearch position fits well with the company's objective to attract and serve users new to the Internet and those who have not decided which navigation service they prefer.

"The local content and distribution partnerships that we will announce shortly should help put us in a prominent position in both of these markets," said Thornley.

Tracey Ellery, SVP of Product Development and co-founder, said that the service was particularly well positioned in this race because it has been regarded as easier and more intuitive to use than traditional search engines. According to Dataquest Online, LookSmart is "the first site you can send anyone to—programmers, children, or your mother—and reasonably hope that something good will happen."

"LookSmart was built for the new generation of Internet users who find traditional search services frustrating and bewildering," said Ellery. "It is extraordinarily easy to use but delivers sophisticated and powerful results. Our Australian and UK products build on this but have also been designed from the ground up to meet the need of local users."

Unlike other US search engine companies seeking a position in International markets, LookSmart is a search engine company that has a significant development effort outside the US. LookSmart's international editorial team is based in Australia and is keenly aware of the need to develop country and culturally sensitive products.

LookSmart's entry into international markets builds on its growing success in the US. The service achieves one of the highest revenues per visitor of any other search service and is already a marquee search partner on the US NetSearch program. Last week it announced that its distribution program focused on Internet Service Providers (ISPs), called the LookSmart Network, had signed over 60 ISPs since its launch just a month ago.

About LookSmart

LookSmart Limited, an Internet publishing company providing navigation services on the World Wide Web, is a technically advanced navigation service for the World Wide Web that provides highly relevant information to Web users in an easy-to-use format. The company developed LookSmart and has offices in San Francisco and Melbourne, Australia.

About Netscape

Netscape Communications Corporation is a leading provider of open software for linking people and information over enterprise networks and the Internet. The company offers a full line of clients, servers, development tools and commercial applications to create a complete platform for next-generation, live online applications. Traded on NASDAQ under the symbol "NSCP," Netscape Communications Corporation is based in Mountain View, California.

Additional information on Netscape Communications Corporation is available on the Internet at <http://home.netscape.com>, by sending email to moreinfo@netscape.com, or by calling 650/937-2555 (corporate customers) or 650/937-3777 (individuals).

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