



## LookSmart Extends Listings Agreement with Microsoft, Renews Contract With AltaVista

SAN FRANCISCO, Sept. 17 /PRNewswire-FirstCall/ -- LookSmart (Nasdaq: LOOK; ASX: LOK), a global leader in search targeted marketing, today announced that it has extended and expanded its strategic agreements with two key distribution partners.

LookSmart and Microsoft have signed a contract to cover the distribution of LookSmart's Directory Listings and Small Business Listings on MSN through December 3, 2003. The amendment replaces a distribution agreement for Directory Listings alone and adds Small Business Listings to the program. The new contract does not affect LookSmart's principal database licensing agreement with MSN, which also runs through December 3, 2003.

"We've been very pleased with LookSmart's search product throughout our long relationship," said John Krass, general manager for MSN at Microsoft. "We look forward to strengthening our ties as we work together to improve the quality of the user search experience."

"We've partnered with MSN in the U.S. and 28 other countries since 1999," said Brian Cowley, senior vice president of business development for LookSmart. "We share their commitment to search quality and embrace the opportunity to deliver further advances in user relevance and advertiser effectiveness."

LookSmart also announced the renewal of its contract with AltaVista through August 2003. LookSmart will continue to provide search results under the "Directory" tab.

### About LookSmart

LookSmart helps businesses of all sizes harness the power of Search Targeted Marketing to generate cost-effective sales leads. LookSmart search listings enable businesses to reach 77 percent\* or nearly four out of five U.S. Internet users, through top portals and ISPs including Microsoft's MSN, About, AltaVista, Netscape Netcenter, CNN.com, Road Runner, Cox Interactive Media, InfoSpace (Excite, Dogpile, MetaCrawler, WebCrawler), CNET's Search.com and search services such as Inktomi. BTLookSmart, LookSmart's joint venture with British Telecom, provides Search Targeted Marketing solutions in the U.K. and Japan. LookSmart is based in San Francisco, California, with offices in New York, Los Angeles, Detroit, Montreal, London, Melbourne and Sydney. For more information, please visit [www.LookSmart.com](http://www.LookSmart.com).

\*Media Metrix, June 2002 Digital Media Audience Ratings

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