



LookSmart Extends Global Reach with New Asia Pacific Services

Leading Search and Navigation Infrastructure Company Continues to Solidify its Global Position with New International Services

SAN FRANCISCO--(BUSINESS WIRE)--Feb. 1, 2000--LookSmart (Nasdaq:LOOK), a global leader of Internet search and navigation infrastructure, today announced that it has extended its global reach into Asia Pacific with the launch of two new country specific services: LookSmart Singapore (<http://singapore.looksmart.com>) and LookSmart New Zealand (<http://www.looksmart.com.nz>).

The two new services enhance LookSmart's international suite of search products which include LookSmart Netherlands, LookSmart Canada, and LookSmart Australia, the No. 1 search site in Australia, according to IMR Worldwide. LookSmart's international search products provide high quality Web search and directory services specifically for these countries.

"Asia Pacific is a huge emerging market where we are aggressively expanding LookSmart's reach to both partners and users," said Tim Pethick, CEO of LookSmart Australia and vice president of international.

"LookSmart's position as a global leader in search and navigation infrastructure is strengthened with the addition of LookSmart Singapore and LookSmart New Zealand. We are committed to building culturally sensitive and locally relevant search solutions for a global audience."

Built by LookSmart's team of professional editors and reviewers ("Webrarians"), the new sites will provide search and navigation capabilities for Internet users in Singapore and New Zealand. It is the combination of LookSmart's proprietary technologies, partnerships with leading technology providers, and through its team of Webrarians that organize and prioritize content, that allows LookSmart to be a global infrastructure leader of Internet search and navigation.

Through broadly distributing its search and navigation solutions, LookSmart has achieved massive scale. LookSmart's search and navigation solutions currently reach 45 million Internet users per month in the United States. The recently announced BT LookSmart joint venture, along with LookSmart's wholly owned properties, will extend this reach by an additional 31 million Internet and wireless customers globally.

LookSmart currently has 6 international offices in Montreal, London, Amsterdam, Copenhagen, Sydney, and Melbourne. The strong local presence in these markets allows LookSmart to build the culturally sensitive and highly integrated search and navigation products necessary to be the leading search and navigation player worldwide.

About LookSmart

LookSmart (Nasdaq:LOOK) is a leading online search and navigation company dedicated to helping the world find useful stuff quickly. LookSmart's search and directory service reaches over 45 million people a month -- nearly 70 percent of all Internet users in the U.S. -- through LookSmart's Web properties and partner sites.

LookSmart has launched sites for the U.S., the UK, Canada, Australia, the Netherlands, Singapore and New Zealand, and built directories for Japan, Korea, and France, with directories for another seven countries in development.

LookSmart's search solutions include a collection of over 1.5 million URLs organized into more than 100,000 categories, proprietary content from its search customers and access to the entire Web.

LookSmart currently provides its navigation products to leading Internet portals, ISPs and Web sites including The Microsoft Network, Netscape Netcenter, Time Warner Inc., Excite@Home, Sony, British Telecom, US West, AltaVista, NetZero, over 370 Internet Service Providers, and 600,000 Web sites.

Through its partnership with Cox Interactive Media, LookSmart also offers one of the largest collections of quality local Web content in more than 70 U.S. markets. The company is headquartered in San Francisco and can be contacted at 415/348-7000 or visited at www.looksmart.com.

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