



LookSmart Builds on its Rapid Growth with New Chief Operating Officer and Vice President of e-commerce

David Neylon and Ned Brody Join LookSmart Team as COO and VP eCommerce, Respectively

San Francisco, CA, December 15, 1998 - LookSmart Limited, a leading Web directory and search tool, today announced the addition of two key hires to its growing management team. David Neylon joins LookSmart as chief operating officer and is charged with managing the company's growth, focusing on engineering, finance, sales, syndication, and distribution operations. Ned Brody, as vice president of eCommerce, is responsible for growing, executing, and managing LookSmart's electronic commerce strategy, helping to build a solid transaction-based revenue stream for the company.

"David and Ned are two strong additions to the LookSmart team and we're proud to have them on board," said Evan Thornley, co-founder and CEO of LookSmart. "We've been experiencing rapid growth as a result of our burgeoning partnership base, and we look to both David and Ned to capitalize on this exciting period with smart infrastructure management and solid revenue growth strategies through eCommerce activity."

David Neylon comes to LookSmart with a proven background in growing and managing companies in the Internet space, in addition to strong process and project management capabilities for larger, more mature companies.

Most recently, Mr. Neylon was CEO of an early-stage start-up company, and for four years prior to that, was chief operating officer at WorldPlay Entertainment, a company that AT&T purchased then subsequently sold to America Online. Prior to this, Mr. Neylon was in charge of strategic planning for AT&T's Consumer Products division and many of its high-tech startups. He received an MBA in finance and marketing from Rutgers University and a BA in Economics from Drew University.

Ned Brody has 12 years of strategy development skills, Internet expertise, and leadership talent developed at Mercer Management Consulting, where he was a Vice president. In addition, Mr. Brody was the head of the firm's San Francisco office and the global leader of its Internet practice, serving a wide range of Internet and technology clients, as well as developing strategies for companies in various industries in 25 countries. As Vice President of eCommerce at LookSmart, Mr Brody is tasked with reviewing all aspects of the company's eCommerce strategy, building a team to support new eCommerce initiatives. Mr. Brody graduated Magna Cum Laude with a BS from University of Pennsylvania and earned an MBA at Wharton.

About LookSmart

LookSmart Limited, a privately held Internet publishing company providing category-based navigation services on the World Wide Web, hosts the world's largest editorially reviewed database of Web content with 800,000 site listings in 24,000 categories. LookSmart's unique cascading menu interface provides users with fast, intuitive access to a wealth of highly relevant online content, and provides advertisers with targeted media opportunities within a higher quality editorial environment. Current LookSmart partners include Digital's AltaVista, @Home, Netscape, HotBot and more than 100 ISPs. LookSmart's "syndicated distribution" strategy, enables partners to co-brand with LookSmart's product or seamlessly blend its content into an existing interface based on its flexible technology architecture. LookSmart's competitors include Yahoo! (YHOO), Excite (XCIT), Lycos (LCOS), Infoseek (SEEK), CNet's (CNWK) Snap! and America Online (AOL). The company is headquartered at 487 Bryant St, San Francisco, CA, 94107. LookSmart is the premier provider of navigation services for Netscape in the U.S., Australia and the UK. LookSmart can be reached at (415) 597-4850 or experienced at <http://www.looksmart.com>