



LookSmart Named to The Standard 100

Journalists and Investment Experts Select LookSmart to the Standard's List and Index of the 100 Most Influential Companies Shaping the Internet Economy

SAN FRANCISCO--(BUSINESS WIRE)--Nov. 13, 2000--LookSmart (Nasdaq:LOOK), the global leader in Web directories, announced today its inclusion in the Standard 100, the premiere stock index tracking the Internet Economy, powered by Epoch Partners. Created by Standard Media International ("The Standard"), the leading source for intelligence for the Internet Economy, and Epoch Partners, foremost leader of technology-enabled investing, the Standard 100 includes the most influential companies driving the Internet Economy.

"LookSmart was founded five years ago, based on a set of business fundamentals that still hold true today and will be true five years from now," said Evan Thornley, chairman and CEO of LookSmart. "Search and directory continues to be the largest, most lucrative segment of online marketing. Our selection to the Standard 100 validates our vision and the strength of our business model."

"Just as Fortune Magazine's index has set the pace for the Fortune 500, The Standard 100 is expected to become the bellwether for the Internet Economy," Ned Brody, CFO for LookSmart added. "The selection committee for the Standard 100 included both the editorial expertise of 'The Industry Standard,' and the capital-markets expertise of research analysts from Epoch Partners -- a technology-enabled investment bank."

The Standard 100 will be tracked on the American Stock Exchange under the ticker symbol XIS. Unlike other Internet indices, The Standard 100 will be vigilantly maintained with three quarterly reviews and an annual rebalancing. Additionally, a log-cap weighting scheme successfully captures the size factor of companies represented in the Index. This weighting scheme precludes large companies from capturing excessively large weights and allows smaller-cap weighted companies to have fair representation and a stronger impact.

Information about the Standard 100 and Company will be featured as the cover story of "The Industry Standard's" November 20 issue, on sale November 13. The information will also be available online at www.thestandard.com.

About LookSmart

LookSmart (Nasdaq:LOOK) is the global leader in Web directories. With 31 directories spanning 28 countries and 13 languages, LookSmart is committed to organizing the Web. LookSmart distributes its directories through a partner network that reaches more than 83 percent of U.S. Internet users each month, and includes Microsoft's MSN, AltaVista, Netscape, Excite, iWon, Time Warner, Prodigy, Juno, InfoSpace, Sony, Macromedia, Road Runner, Cox Interactive Media and Qwest. BTLookSmart, LookSmart's international joint venture with British Telecommunications, deploys LookSmart's wireless and Web directory solutions for ISPs, portals and mobile Internet businesses in countries across Europe and Asia-Pacific.

About The Standard

Headquartered in San Francisco and located on the Web at www.thestandard.com, The Standard is the essential source for business intelligence on the Internet Economy. Through "The Industry Standard," its weekly newsmagazine; TheStandard.com, its daily news outlet and business intelligence resource; its conferences and events; and its e-mail newsletters, research, recruiting and market-making offerings, The Standard provides a new breed of business leaders with the information and resources they need to succeed in the Internet Economy. The Standard has offices in Los Angeles, New York, Washington, D.C., and London, and is owned by Standard Media International, a private company majority owned by IDG.

About Epoch Partners

Epoch Partners is a technology-enabled investment bank focused on high-growth companies and electronically-connected institutional and individual investors. Epoch has assembled a team of experienced investment banking, research, trading and technology professionals to build the next generation investment bank. Epoch's unique approach to investment banking includes using technology to provide superior market intelligence to issuers and investors. For issuers, Epoch uses proprietary data to improve the pricing and distribution of securities. For all investors, Epoch provides unique research insight by fusing its analysis with relevant third party commentary. For the institutional trading community, Epoch provides enhanced investment and portfolio analysis tools in addition to an unconflicted trading platform.

Through partnerships with Charles Schwab, Ameritrade and TD Waterhouse, Epoch has exclusive access to a fast-growing, electronically connected investor base that consists of more than 10 million accounts. These accounts have combined

investable assets of close to 1.5 trillion dollars and account for more than fifty percent of all online assets. Epoch's investors include its three online brokerage partners and Benchmark Capital, Kleiner Perkins Caufield & Byers, Trident Capital and Reuters Venture Capital.

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