



## REI Signs Subsite Listings Deal With LookSmart

SAN FRANCISCO, April 26 /PRNewswire/ -- LookSmart (Nasdaq: LOOK; ASX: LOK), has signed a Subsite Listings deal with Recreational Equipment, Inc. (REI), the leading retailer and online merchant of outdoor gear and clothing. LookSmart Subsite Listings will allow REI to distribute deep content links throughout the LookSmart directory, offering Internet users direct access to outdoor products and clothing on the REI e-commerce site. These listings will then appear as search results on major portals, including Microsoft's MSN, Excite, AltaVista and iWon.

"Driving qualified traffic to REI.com is a primary objective of our online marketing strategy," said Devony Hastings, Online Marketing Manager for REI. "Subsite Listings help us increase the exposure of specific product lines to interested customers at the exact moment that they are looking for those very products."

For example, online shoppers searching for camping gear on MSN, or any other LookSmart partner site, will find listings for related products available at REI.com displayed as part of the search results. When clicked, the link will take the shopper directly to the corresponding page within REI.com where they will find relevant products and product specifications.

"Search Inclusion products, like Subsite Listings, are leading the way for businesses who are trying to reach qualified potential customers online," said Brian Goler, senior vice president of sales at LookSmart.

LookSmart Subsite Listings are an important new marketing tool designed to reach people who are ready to act.

Available since the third quarter of 2000, Subsite Listings are already generating highly qualified leads for leading marketers including Eddie Bauer, Amazon, eBay, Gap, VerticalNet, Banana Republic, Deal Time, Old Navy, and Spiegel.

### About REI Online

REI.com ( <http://www.rei.com> ) is the online destination for outdoor enthusiasts worldwide. The Internet's biggest outdoor store, REI.com offers more than 78,000 individual items; a comprehensive library of more than 45,000 pages of in-depth product information; expert gear advice and online clinics; an interactive community system and complete adventure travel service. REI also operates REI-Outlet.com ( <http://www.rei-outlet.com> ) and REI Japan ( <http://www.rei.co.jp> ).

### About LookSmart

LookSmart helps more than 35,000 businesses harness the power of Internet search to generate qualified leads. As the global leader in building, distributing and monetizing Web directories, LookSmart databases are searched 60 million times a day, through five of the top 10 portals, five of the top 10 ISPs and hundreds of additional ISP and media partners worldwide. LookSmart's distribution network reaches 82 percent, or more than four out of five U.S. Internet users, through Microsoft's MSN, Excite@Home, Alta Vista, iWon, Netscape Netcenter, Inktomi, Time Warner, Prodigy, Excite, Juno, CNN, Road Runner, Cox Interactive Media, InfoSpace, and Qwest. BTLookSmart, LookSmart's joint venture with BT, deploys LookSmart wireless and Web directory solutions for ISPs, portals and mobile Internet businesses across Europe and Asia-Pacific. LookSmart is headquartered in San Francisco and can be contacted at 415-348-7000.

### Forward-Looking Statements

This press release contains forward-looking statements based on our current expectations about our industry and our management's assumptions. Actual results could differ for various reasons, such as; the possibility that Subsite Listings will not be utilized by Internet end-users at projected rates; or our potential inability to generate sufficient listings and advertising revenue to reach profitability when planned; and other risks outlined in our annual report on Form 10-K and quarterly reports on Form 10-Q filed with the Securities and Exchange Commission.

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