



## LookSmart Thought Leader Allen Hammock to Speak at MediaPost's Search Insider Summit

SAN FRANCISCO, Apr 15, 2010 (GlobeNewswire via COMTEX News Network) -- LookSmart, Ltd. (Nasdaq:LOOK), an online search advertising solutions company, today announced that Allen Hammock, Director of Technical Sales for LookSmart, will present alongside other influential industry thought leaders at MediaPost's Search Insider Summit, being held this week at South Seas Island Resort in Captiva, Florida.

The Search Insider Summit will bring together the best minds in the search industry to share leading edge information and experience on search marketing in a think-tank environment, while exploring new technology, strategies and tactics for effective search marketing campaigns.

During his presentation, online advertising industry veteran Allen Hammock will examine the big question: "Where does search go from here?" Allen will address current trends in search, including the value of coordinating offline and online media campaigns, the impact of social media on search engine marketing and the advantages of alternative search in the changing landscape of the industry.

What: "Creating and Harvesting Demand through Second and Third Tier Search," an upcoming presentation featured at MediaPost's Search Insider Summit

Who: Allen Hammock, Director of Technical Sales, LookSmart Ltd.

When: Friday April 16, 2010 from 9:00 a.m. -- 10:00 a.m. EDT

Where: South Seas Island Resort, Captiva Island, FL

### About Allen Hammock:

Allen Hammock, a 15 year veteran of the online advertising industry, has served LookSmart in various sales, marketing and technical roles since 2004. In his current position as Director of Technical Sales, Allen acts as an educator and evangelist for the company, teaching customers and partners about LookSmart's unique approach to search advertising. Allen is an active public speaker, and has published several articles on performance marketing, most recently "Search Marketing: A Portfolio Approach" in Online Strategies magazine.

### About LookSmart:

LookSmart is an online search advertising network solutions company that provides performance solutions for online search advertisers and online publishers. LookSmart offers advertisers targeted, pay-per-click (PPC) search advertising and contextual search advertising via its Advertiser Networks, and an Ad Center platform for customizable private-label advertiser solutions for online publishers. LookSmart is based in San Francisco, California. For more information, visit <http://www.looksmart.com/> or call 415-348-7500.

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