



LookSmart Chosen as Time Warner's Web Navigation Partner

San Francisco, CA and New York, NY - December 16, 1999 - LookSmart (Nasdaq: LOOK), a leading global online navigation company, and Time Warner Inc. (NYSE: TWX), the world's leading media company, today announced an agreement for LookSmart to syndicate its search and directory service across such Time Warner Web properties as CNN.com, CNNfn.com, CNNSI, warnerbros.com (Warner Bros.), Entertaimdom.com and EW.com (Entertainment Weekly), which together reach over 17 million users per month. These properties will be the first to launch in January with custom versions of the LookSmart search and directory service. With the addition of Time Warner as a partner, LookSmart's search and directory service will reach over 50 million people a month - 78 percent of all Internet users - through LookSmart's Web properties and partner sites.

"Time Warner's selection of LookSmart for their Web properties' navigation needs further validates LookSmart as the global standard of online navigation," said Evan Thornley, CEO and co-founder of LookSmart. "Time Warner is a clear leader in providing Internet users with the highest quality vertical destination sites. LookSmart is proud not only to provide these leading vertical sites with LookSmart's high quality search and navigation, but also to help monetize the large volume of traffic to their sites."

"Time Warner has a tradition of excellence in news, information and entertainment," said Richard Bressler, chairman and CEO of Time Warner Digital Media. "We chose LookSmart because of its high quality search and directory service and its technical ability to integrate our proprietary content with its best-of-Web service. LookSmart is a leader in Web navigation which makes us comfortable integrating their directory into our brands."

Building on the previously announced strategic alliance with Inktomi Corp. (Nasdaq: INKT), LookSmart will provide Time Warner's sites with custom navigation services using Inktomi's Dedicated Search Cluster technology and Directory Engine. The sites will have customized search and navigation solutions that are integrated into the context of each site.

In association with each Time Warner property, LookSmart will produce directories, blending Time Warner's proprietary Web content with LookSmart's directory, consistent within each site's look and feel. CNN.com, for example, will now be able to provide more than 4 million unique monthly visitors with search results that integrate CNN's proprietary content, LookSmart's customized directory listings, and search results from the rest of the Web.

"By creating a Time Warner-branded directory and blending it with our proprietary Web content, LookSmart is helping us create the glue between the many great Web sites of our branded properties," said Bressler. "We want to provide the ultimate user experience for our millions of customers."

About LookSmart

LookSmart (Nasdaq: LOOK) is a leading online navigation company whose mission is to be the global standard for online navigation. LookSmart's search and directory service reaches over 50 million people a month - over 78 percent of all Internet users - through LookSmart's Web properties and partner sites. LookSmart has launched sites for the U.S., the UK, Canadian, Australian, and Netherlands markets and built directories for Japan, Korea, France, Singapore and New Zealand with directories for another seven countries in development. LookSmart currently provides its navigation products to leading Internet portals, ISPs and Web sites including The Microsoft Network, Netscape Netcenter, Excite@Home, AltaVista, NetZero, and over 280 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.

About Time Warner Inc.

Time Warner Inc. (NYSE: TWX, www.timewarner.com) is the world's leading media company. Its businesses include cable networks, publishing, music, filmed entertainment, cable and digital media.

This press release contains forward-looking statements that involve risks and uncertainties, including but not limited to LookSmart's ability to successfully implement custom directories. Actual results may differ materially from the results predicted and reported results should not be considered an indication of future performance. For additional factors that could affect the business and financial results see "Risk Factors" contained in LookSmart's S-1 registration statement filed with the Securities and Exchange Commission. Neither LookSmart nor Time Warner Inc. assumes an obligation to update the forward-looking information contained in this press release.

Contact:
Liz Connaghan

Director of Corporate Communications
LookSmart
(415) 348-7185
lconnaghan@looksmart.net

Scott Miller
Communications Director
Time Warner Inc.
212-484-8736
scott.miller@twi.com