



LookSmart Selects Direct Hit for Popular Internet Search Technology

Direct Hit Signs Fourth Major Deal with Leading Web Portal to Provide Superior Search Results

Wellesley, MA, January 25, 1999 - Direct Hit Technologies, Inc., provider of the Popularity Engine, a revolutionary Internet search technology, today announced an agreement to provide search technology to LookSmart, the Internet's leading category-based Web directory, found at www.looksmart.com. LookSmartSM will use Direct Hit's award-winning Popularity Engine to return the most popular results for any Internet search. Direct Hit will also provide LookSmart users the Direct Hit Related Search Terms feature, which helps users easily broaden or narrow their search.

People searching the Web through LookSmart by category or keyword will be offered the option of viewing the most popular sites as determined by Direct Hit. Users simply click on the Direct Hit button, which appears at the top of the results page, to view the most popular sites that people have selected in millions of previous searches. For users who wish to broaden or narrow their search, Direct Hit will suggest related search terms.

"At LookSmart we're committed to giving users the best search experience possible on the Web," said Evan Thornley, CEO and co-founder of LookSmart. "By integrating Direct Hit's most popular Web sites into LookSmart's high quality site listings, users will be able to find what they're looking for more easily than ever. We're happy to be working with such an innovative company that has developed highly advanced search technology on the Web."

"Direct Hit is a big improvement in Web searching technology," said Barry Parr, research director at International Data Corporation. "It complements LookSmart's directory services nicely."

"LookSmart is the first category-based directory to sign with Direct Hit," said Mike Cassidy, CEO and co-founder of Direct Hit Technologies, Inc. "By combining Direct Hit's most popular results with LookSmart's own excellent listings, LookSmart is clearly offering an outstanding navigation site on the Internet. We look forward to a long and successful relationship with the team at LookSmart."

About LookSmart

LookSmart, 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 AltaVista, @Home, Netscape, HotBot, Erols 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 www.looksmart.com

About Direct Hit

Founded in 1998 and privately held, Direct Hit is an innovative company that provides highly relevant results for any Internet search. Direct Hit currently has business relationships with HotBot, a service of Wired Digital; ICQ, a division of America Online; LookSmart, the Internet's leading category-based Web directory; and Apple Computer, makers of the innovative search tool Sherlock. Winner of the 1998 MIT \$50K Best New Technology Competition, Direct Hit is funded by Draper Fisher Jurvetson and Mosaic Venture Partners. Direct Hit is headquartered in Wellesley, Massachusetts and can be found on the Internet at www.directhit.com

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