



LookSmart Launches Search Targeted Marketing Partner Program

Reseller Program to Increase Number of Paid Listings in LookSmart Databases

SAN FRANCISCO, Jan. 23 /PRNewswire-FirstCall/ -- LookSmart (Nasdaq: LOOK; ASX: LOK), a global leader in search targeted marketing, today announced the launch of its Search Targeted Marketing Partner Program, which enables certified resellers to submit large quantities of their customers' URLs directly into the LookSmart Featured Listings index via XML feed.

The program, which includes search marketing firms Performics(TM), TrafficBoss(TM), TrafficLeader[®], Inceptor(TM), International Crossing(TM) and WebGenius, offers more than 3,000 businesses prompt inclusion into the LookSmart Featured Listings index. This database is distributed to partners who display LookSmart Featured Listings and Index Listings search results. Select resellers will also be invited to work with LookSmart sales and editorial teams to include their customers in LookSmart Directory Listings.

"A growing number of local, regional and national businesses work with search marketing firms to help them optimize their search engine listing campaigns," said Dakota Sullivan, vice president of marketing for LookSmart. "The LookSmart Search Targeted Marketing Partner Program enables us to increase the number of paid listings in our databases, and, as a result, the number of paid clicks throughout our distribution network, without compromising the editorial quality of the LookSmart directory."

About LookSmart

LookSmart helps more than 70,000 businesses harness the power of search targeted marketing to generate qualified leads. LookSmart commercial search listings enable customers to reach 77 percent* or nearly four out of five U.S. Internet users, through top portals and ISPs including Microsoft's MSN, AltaVista, Netscape Netcenter, Inktomi, Juno, Prodigy, CNN, Road Runner, Cox Interactive Media, InfoSpace (Go2Net, Dogpile, MetaCrawler) and Ask Jeeves. As publisher of the world's most widely distributed search directory, LookSmart is the only company that provides both pay-for-placement and paid inclusion search listing platforms, to meet the needs of medium and large advertisers. BTLookSmart, LookSmart's joint venture with BT, deploys LookSmart directories and provides search targeted marketing solutions in the U.K., France and Asia-Pacific. LookSmart is based in San Francisco, with offices in Los Angeles, New York, Detroit, Montreal, London, Melbourne and Sydney. For more, visit www.LookSmart.com.

*Media Metrix July 2001 Digital Media Audience Ratings

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