



LookSmart Earnings Call Time Change to 6 p.m. EDT: LookSmart to Report Q2 Financial Results at 4 p.m. EDT Wednesday, July 26, 2000

Earnings Conference Call to Follow at 6 p.m. EDT

SAN FRANCISCO--(BUSINESS WIRE)--July 18, 2000--LookSmart, Ltd. (Nasdaq:LOOK), the global leader in Internet search infrastructure, plans to report financial results for the second fiscal quarter ending June 30, 2000, on Wednesday, July 26, 2000, at 4 p.m. EDT after the close of market.

Following the earnings release, LookSmart will conduct the Q2 FY2000 earnings conference call at 6 p.m. EDT. Please note that this call is now an hour later than previously scheduled.

The call will be rebroadcast and available in several ways:

- A replay of the call will be available until Wednesday, Aug. 2, 2000, at 8 p.m. EDT by dialing 800/633-8284 and entering reservation number 15671535.
- The call will be accessible by live webcast and archived on the LookSmart Web site at: <http://www.looksmart.com/aboutus/investor/index.html>

About LookSmart

LookSmart is the global leader in Internet search infrastructure, dedicated to helping the world find useful information quickly. LookSmart's search service has a reach of 55 million people a month through LookSmart's Web properties and partner sites. The company provides its search solutions to leading Internet portals, ISPs and Web sites including Microsoft's MSN, Netscape Netcenter, Time Warner, Excite@Home, Sony, BT, Road Runner, Prodigy, US West, AltaVista, NetZero, more than 370 Internet service providers and thousands of Web sites. LookSmart's search solutions include a collection of over 1.8 million high-quality URLs organized into more than 170,000 categories. LookSmart has built Web directories for 30 countries, including the United States, the United Kingdom, Canada, Australia, Japan, Korea, Mexico and Brazil. Through its partnership with Cox Interactive Media, LookSmart also offers one of the largest collections of quality local Web content in more than 70 US markets. LookSmart is the official search infrastructure provider for www.Olympics.com, the official Web site of the Sydney 2000 Olympic Games. The company is headquartered in San Francisco and can be contacted at 415/348-7000.

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