



## **LookSmart Adds Porn-Free Search to Its Net Nanny(R) Parental Control Software Product**

### **Pioneer in Internet Filtering Software Adds Significant Enhancement With First-Ever Porn-Filtered Search Engine Feature**

SAN FRANCISCO, Sep 22, 2004 /PRNewswire-FirstCall via COMTEX/ -- LookSmart (Nasdaq: LOOK; ASX: LOK), a leader in Internet search, today announced the release of Net Nanny(R) 5.1, an updated version of its Internet filtering software, and the first version to include family-safe Web search. Net Nanny 5.1 has a suggested retail price of \$39.95 for new buyers of Net Nanny and is a free upgrade for all Net Nanny 5.0 users, available at [www.netnanny.com](http://www.netnanny.com). Net Nanny is the best-known parental control software, used by parents, schools, libraries and other institutions to filter pornographic and other inappropriate content from the Web. Integrating a family-safe search engine into the Net Nanny product continues Net Nanny's track record of raising the bar in offering tools to protect children, being the first company to introduce this critical feature to Internet filtering software.

"Children today are using incredibly powerful search engines to find the best and the worst of the Web," said David Kopp, vice-president and general manager of Net Nanny. "With Net Nanny 5.1 and Net Nanny's family-safe search, parents no longer have to choose between a powerful Internet tool like Web search and protecting their children from adult sites. LookSmart's Net Nanny search delivers relevant, deep search results without the porn."

Net Nanny customers have expressed the need for an Internet search tool that filters out adult content without compromising legitimate searches. Net Nanny search, available on [www.NetNanny.com](http://www.NetNanny.com) and as an option through Net Nanny 5.1, is built on a LookSmart-powered search index. Over 70 million pornographic web pages have been filtered out to create a more family-safe environment. With Net Nanny 5.1 installed on their computers, children using Web search for legitimate purposes such as homework and other research-related inquiries, can now safely surf the Internet without the intrusion of offensive and pornographic results.

#### About Net Nanny(R)

Net Nanny(R) from LookSmart is the best-known parental control software available today. A pioneer in Internet filtering software, Net Nanny has been used by thousands of parents, schools, libraries and other institutions to effectively filter pornographic and other inappropriate content from the Web since 1995. Net Nanny offers the only parental control software that integrates family-friendly search capabilities into its product. Net Nanny search, available on [www.NetNanny.com](http://www.NetNanny.com) and as an option through Net Nanny 5.1, is built on a LookSmart-powered search index. Over 70 million pornographic web pages have been filtered out to create a more family-safe environment. For more information on Net Nanny and its suite of products, please visit [www.netnanny.com](http://www.netnanny.com).

#### About LookSmart

LookSmart is a leader in commercial search services and a developer of innovative web search solutions. The Company provides consumers with relevant search results through a distribution network that includes Lycos, CNET, InfoSpace (Excite, MetaCrawler, Webcrawler), Cox Interactive, Apple's Sherlock, U.C. Berkeley and LookSmart.com, while delivering high performance sales leads at a reasonable price to online businesses. LookSmart is based in San Francisco, California. For more information, visit [www.looksmart.com](http://www.looksmart.com).

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