



## LookSmart Completes Integration of Zeal Media

### Projects to Double the Number of Noncommercial Sites Added to Its Directory in 2001

SAN FRANCISCO – August 7, 2001 – LookSmart (Nasdaq: LOOK, ASX: LOK), the global leader in Web search directories, today announced the integration of Zeal's community-based directory, enabling members of the community to contribute high-quality, noncommercial content into the LookSmart directory. With community content from Zeal, LookSmart expects to double the rate of noncommercial site additions by year's end, increasing the scale and quality of the directory, while keeping cost structures flat.

"We are excited by the enthusiastic response and commitment we're seeing from members of the community who are making significant contributions to the directory," stated Kevin Berk, senior vice president of product. "Our noncommercial content enables our partners to produce superior search results that complement our commercial and paid listings. For example, a baseball fan can do a search on the San Francisco Giants and find noncommercial sites added by the community and the editorial team, such as fan pages for players like Barry Bonds, local news coverage, and guides to the ballpark as well as commercial listings for Giants tickets and merchandise."

Community content will complement LookSmart's existing noncommercial listings as well as editorial content and paid listings, enhancing the user experience throughout the directory network. The contributions of Zeal's community will be maintained and supported by LookSmart's professional editorial team, maximizing the quality and scale of the LookSmart directory.

Members of the community contribute to a wide range of noncommercial categories, ranging from broad topics, such as history, languages, and theology, to more specific categories, such as animal shelters, budgerigars, chambers of commerce, PlayStation tips, and orchids.

LookSmart acquired Zeal Media, Inc., the leader in community directory technology in October 2000. LookSmart directories now have more than 2.8 million URLs organized into 260,000 categories. LookSmart is committed to editorial integrity and does not accept porn, hate, or spam in its directories.

#### **About LookSmart:**

LookSmart helps more than 40,000 businesses harness the power of Internet search to generate qualified leads. As the global leader in Web directories, LookSmart search listings reach 77 percent\* of Internet users in the U.S., through 5 of the top 10 portals, 5 of the top 10 ISPs, and hundreds of additional ISP and media partners worldwide. LookSmart's distribution partners include Microsoft's MSN, Excite, AltaVista, iWon, Netscape Netcenter, Inktomi, AOL Time Warner, Prodigy, Juno, CNN, Road Runner, Cox Interactive Media, InfoSpace, and Qwest. BTLookSmart, LookSmart's joint venture with BT, deploys LookSmart wireless and Web directory solutions for ISPs, portals, and mobile Internet businesses across Europe and the Asia-Pacific.

\* Media Metrix June 2001 Ad Network Report

#### **Forward-Looking Statements**

Except for the historical information contained herein, this press release contains forward-looking statements that involve risks and uncertainties. Words such as "will," "expects," "intends," "estimates," "may," and variations of these words or similar expressions are intended to identify forward-looking statements. Also, any statements that refer to time lines for rollout of new technologies, future expectations, industry projections or other characterizations of future events or circumstances, including assumptions underlying these projections, are forward-looking statements. These statements are not guarantees of future performance and are subject to risks and uncertainties. Our future results may differ from the results discussed or forecasted due to various factors, such as potential technical difficulties in completing the integration of Zeal technology into LookSmart's editorial processes; the potential failure to expand successfully in international markets; and the possibility of an unexpected increase in costs, expenses or other factors contributing to our burn rate. In addition you should read the risk factors detailed in our Annual Report on Form 10-K, Quarterly Reports on Form 10-Q and Current Reports on Form 8-K filed with the Securities and Exchange Commission. Please note that we undertake no obligation to revise or update publicly any forward-looking statements for any reason.

Contact:

Kathryn Shantz

415/348-7104

kshantz@looksmart.net