



LookSmart Announces Appointment of New Vice President, Distribution Network

SAN FRANCISCO, Mar 29, 2010 (GlobeNewswire via COMTEX News Network) -- LookSmart, Ltd. (Nasdaq:LOOK), an online search advertising solutions company, today announced the appointment of Scott Hauswirth as Vice President, Distribution Network, effective March 23, 2010. In this newly created role, Mr. Hauswirth will oversee traffic acquisition, traffic quality, and partner management. Mr. Hauswirth will report directly to Dr. Jean-Yves Dexmier, Executive Chairman and Chief Executive Officer.

Mr. Hauswirth brings over ten years of online business development experience to LookSmart. He most recently served as Vice President, Business Development for travel start-up Zonder. Prior to that, he was Senior Director, Business Development at Yahoo!, where he was responsible for multiple distribution partnerships, including a large partnership with a consortium of newspapers that now involves over 800 newspapers acting as local marketing and sales channels for Yahoo! products. Prior to Yahoo!, Mr. Hauswirth worked with the Australian company SEEK, where he initially ran the New Zealand operations, and then headed online distribution and marketing for the New Zealand and Australian markets from its Melbourne headquarters.

He has a JD from University of California, Hastings College of the Law, and a BA in Political Economy from University of California, Berkeley.

"We are pleased to welcome Scott to the LookSmart organization," said Dr. Jean-Yves Dexmier, Executive Chairman and Chief Executive Officer. "As we work to improve our traffic quality and delivery, adding the necessary talent will be a key to our success. Scott brings extensive experience and deep knowledge of our industry, and we are confident that he has the right background to lead our efforts to strengthen our distribution partner network. We will continue to strategically make additional key hires to maximize our business."

Mr. Hauswirth stated, "I am excited to join the LookSmart team and look forward to contributing to the growth of the business. With the strong AdCenter platform in place and key initiatives laid out, I believe that LookSmart is well-positioned to become one of the premier search advertising network companies."

About LookSmart

LookSmart is an online search advertising network solutions company that provides performance solutions for online search advertisers and online publishers. LookSmart offers advertisers targeted, pay-per-click (PPC) search advertising and contextual search advertising via its Advertiser Networks; and an Ad Center platform for customizable private-label advertiser solutions for online publishers. LookSmart is based in San Francisco, California. For more information, visit <http://www.looksmart.com/> or call 415-348-7500.

Forward-Looking Statements

This press release contains forward-looking statements, such as references to our business prospects. These statements, including their underlying assumptions, are subject to risks and uncertainties and are not guarantees of future performance. Results may differ due to various factors such as the possibility that our efforts to control expenses may not be successful, that our efforts to increase revenue and improve gross margin may not succeed, that we may be unable to gain or maintain customer acceptance of our publisher solutions or ad backfill products, that existing and potential customers for our products may opt to work with, or favor the products of, others due to more favorable products or pricing terms, that we may be limited in our ability or unable to retain and grow our ad and customer base, and that we may be limited in our ability to, or be unable to, enhance our products or our network of distribution partners. Additional risks that could cause actual results to differ materially from those projected are discussed in our Annual Report on Form 10-K for the year ended December 31, 2009, as filed with the Securities and Exchange Commission and our Quarterly Report on Form 10-Q for the quarter ended September 30, 2009. Readers are cautioned not to place undue reliance on these forward-looking statements, which reflect management's analysis only as of the date hereof.

The statements presented in this press release speak only as of the date of the release. Please note that except as required by applicable law we undertake no obligation to revise or update publicly any forward-looking statements for any reason.

NOTE: "LookSmart" is a trademark of LookSmart, Ltd., and/or its subsidiaries in the U.S. and other countries. All other trademarks mentioned are the property of their respective owners.

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