

LookSmart Moves to No. 7 Web Site in Latest Media Metrix Ranking Study

San Francisco, CA - September 2, 1999 - LookSmart (Nasdaq: LOOK), a leading Web directory and search service, today announced that it is ranked 7th overall according to Media Metrix, which has begun releasing a weekly top 10 list of Web properties combining at home and at work use.

"Ranking 7th underscores the mainstream consumer response to the quality and depth of the LookSmart category search service," said Evan Thornley, CEO and co-founder of LookSmart.

For the first time, LookSmart breaks into the top 10 Web properties and is up from the 11th Web property in July's Media Metrix rankings. According to the study, LookSmart averaged 1,503 million unique daily visitors during the week of August 16, up from 1,429 million during the previous week.

Top 10 Web Properties

Rank	Destination	Avg. Daily Unique Visitors (000s)- Week ending Aug. 22	Avg. Daily Unique Visitors (000s)- Week ending Aug. 15
1	Yahoo Sites (Nasdaq: YHOO)	7,779	7,737
2	AOL Web sites (Nasdaq: AOL)	7,715	7,608
3	Microsoft Sites (Nasdaq: MSFT)	7,186	7,066
4	Lycos (Nasdaq: LCOS)	2,612	2,570
5	Go Network (Nasdaq:SEEK)	2,170	2,417
6	Excite Network (Nasdaq: ATHM)	2,024	2,015
7	LookSmart (Nasdaq: LOOK)	1,503	1,429
8	Realsite Portfolio (Nasdaq: RNWK)	1,442	1,571
9	Time Warner Online (NYSE:TWX)	1,359	1,519
10	eBay (Nasdaq: EBAY)	1,359	1,296

LookSmart's directory contains over 800,000 unique URLs in more than 60,000 categories, organized in an easy-to-navigate format and maintained by 200 professional editors. LookSmart.com features enhanced vertical content channels such as LookSmart Money, a complete finance service that users can personalize offering up-to-date financial news and stock quotes as well as individual portfolio tracking. Additionally, LookSmart Radio - The Talk of the Internet™ (www.looksmart.radio.com) - is a daily online talk show that is also nationally syndicated in more than 60 on-air markets. Celebrity guests, musicians, authors and stock market watchers discuss the day's online and worldwide issues in a lively, interactive forum.

About LookSmart

LookSmart (Nasdaq: LOOK) is a leading Web directory and search service that creates and maintains one of the largest editorially reviewed directories of content on the World Wide Web. LookSmart's directory is distributed through multiple channels, including a global network of ISPs, major Web sites, portals and viral marketing. Through its partnership with Cox Interactive Media, LookSmart also offers one of the largest collections of quality local Web content in more than 65 U.S. markets. The company is headquartered in San Francisco and can be contacted at (415) 597-4850.