

## LookSmart Named Preferred Search Provider for Award-winning IBM Internet Connection Services

## LookSmart Continues to Gain Momentum as a Preferred Content Solutions Provider for ISPs

San Francisco, CA, December 21, 1998 - LookSmart<sup>SM</sup>, a leading Web directory and search tool, today announced it has been named the preferred search provider for IBM Internet Connection Services, one of the world's leading Internet Service Providers (ISPs).

IBM customers will be able to easily search through more than 800,000 site listings in 24,000 categories, all selected, reviewed and categorized by LookSmart Web editors to ensure quality search results. IBM's Internet access services, recently given a "best product" rating by Home Office Computing magazine, offers high-speed Internet access from 1,350 locations in 53 countries.

"We're pleased that IBM has selected LookSmart as its search provider," said Evan Thornley, co-founder and CEO of LookSmart. "ISPs are looking for quality content solutions to help enhance their value to their subscribers and LookSmart offers these solutions -- not only for large, international ISPs like IBM Internet Connection Services, but for smaller, regional ISPs as well."

"The seamless integration of LookSmart's high-quality content directory and search product with our Web site adds significant depth and value for our customers around the world," said Bruce Jackson, vice president of network services, IBM Global Services. "Customers want an easy, reliable way to find relevant information on the Web, and we chose to work with LookSmart because we believe they have one of the best directory of Web sites on the market. Today's announcement, along with other recent service enhancements, is further evidence of why IBM is regarded worldwide as a leading ISP for Internet professionals and small and medium businesses who are using our global network for e-business connectivity."

## About LookSmart

LookSmart, a privately held Internet publishing company providing category-based navigation services on the World Wide Web, hosts the world's largest editorially reviewed database of Web content with 800,000 site listings in 24,000 categories. LookSmart's unique cascading menu interface provides users with fast, intuitive access to a wealth of highly relevant online content, and provides advertisers with targeted media opportunities within a higher quality editorial environment. Current LookSmart partners include AltaVista, @Home, Netscape, HotBot, Erols and more than 100 ISPs. LookSmart's "syndicated distribution" strategy, enables partners to co-brand with LookSmart's product or seamlessly blend its content into an existing interface based on its flexible technology architecture. LookSmart's competitors include Yahoo! (YHOO), Excite (XCIT), Lycos (LCOS), Infoseek (SEEK), CNet's (CNWK) Snap! and CMG's (CMG) Planet Direct. The company is headquartered at 487 Bryant St, San Francisco, CA, 94107. LookSmart is the premier provider of navigation services for Netscape in the U.S., Australia and the UK. LookSmart can be reached at (415) 597-4850 or experienced at www.looksmart.com

## **About IBM Global Services**

With 1997 revenues of approximately \$26 billion, IBM Global Services is the world's largest information technology services provider. IBM's fastest growing business segment has an unsurpassed breadth of capabilities, and more than 119,000 professionals helping companies of all sizes solve real business problems and create new business opportunities. For more information on IBM Global Services visit www.ibm.com/services/