LookSmart President and CEO Ted West to Speak at Search Engine Strategies Chicago Conference and Exposition

SAN FRANCISCO, Dec 4, 2009 (GlobeNewswire via COMTEX News Network) -- LookSmart (Nasdaq:LOOK), the search advertising network and management company, today announced that CEO and President, Ted West, will speak at Search Engine Strategies Chicago Conference and Exposition on Monday, December 7th. Ted West was selected by SES Chicago's advisory board to participate on the panel, "The Quest for Perfect Information: How Network Intelligence is Transforming Search."

What:

Programmed by SearchEngineWatch.com and Incisive Interactive Marketing LLC, the Search Engine Strategies Chicago conference and exposition will feature thought-provoking speakers and outline the tools and approaches companies can employ in their search engine marketing strategies.

During "The Quest for Perfect Information: How Network Intelligence is Transforming Search," West and other panelists will come together in a meaningful forum to discuss the rapid evolution and future of search engine marketing. This panel will provide insight into how search networks are amassing data and tools to enable automated, optimized ad buying and selling decisions. Attendees will learn specific ways to improve ad-matching decisions and advertiser ROI.

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Moderator:
  * Ken Miller, CEO, Anchor Intelligence
Speakers:
  * Stephen Scarr, Co-Found & CEO, Info.com
  * Bill Leake, President and CEO, Apogee Search
  * Ted West, CEO and President, LookSmart
  * Craig Greenfield, VP Search and Performance Media, Performics

When:
Monday, December 7, 2009 from 3:15 p.m. - 4:15 p.m. CST

Where:
The Hilton Chicago, Chicago, IL
720 South Michigan Avenue
Chicago, IL 60605
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About LookSmart:

LookSmart (Nasdaq:LOOK) is a premier search advertising network and management company. A trusted provider of quality search advertising products and services to advertisers, LookSmart offers targeted pay-per-click search and contextual advertising via its proven Search Advertising Network. Dedicated to the quality of PPC search advertising, LookSmart is one of the five founding members of the IAB Click Measurement Panel. For more information call (888) 403-5665.

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