



LookSmart and About Announce Distribution Alliance: Agreement to Include Multiple Web Properties

SAN FRANCISCO, July 25 /PRNewswire-FirstCall/ -- LookSmart (Nasdaq: LOOK; ASX: LOK), a global leader in search targeted marketing, today announced a distribution agreement with About, Inc, a division of Primedia (NYSE: [PRM - News](#)), the leading targeted marketing destination network. Under terms of the contract, LookSmart will provide search results on the About Network below the proprietary editorial and paid listings sections. In addition, About's GuideSites will be integrated into the LookSmart Directory, and distributed across LookSmart's network of syndicated search partners.

The agreement enables LookSmart search results to reach an additional audience of 20.0 million unique users per month through the About Network, which is ranked as the ninth largest Web brand by NetRatings*. "About is a unique Internet resource," said Brian Cowley, Senior Vice President of Business Development for LookSmart. "We're pleased to bring LookSmart's high quality search results to About's audience." LookSmart search results are editorially reviewed, delivered to users based solely on relevancy, and powered by WiseNut search technology.

"Our mission continues to be very simple -- provide our users with the essential information they need to explore a passion or solve a problem," said Mark Josephson, General Manager of About.com. "LookSmart will ensure that we maintain our commitment to provide a highly relevant Web experience to our audience. I'm delighted that through this agreement, About's proprietary Guide content will also gain exposure to millions of new users through LookSmart's distribution network."

About LookSmart

LookSmart helps businesses of all sizes harness the power of Search Targeted Marketing to generate cost-effective sales leads. LookSmart search listings enable businesses to reach 77 percent** or nearly four out of five U.S. Internet users, through top portals and ISPs including Microsoft's MSN, About, AltaVista, Netscape Netcenter, CNN.com, Road Runner, Cox Interactive Media, InfoSpace (Excite, Dogpile, MetaCrawler, WebCrawler), and search services such as Inktomi. BTLookSmart, LookSmart's joint venture with British Telecom, provides Search Targeted Marketing solutions in the U.K. and Japan. LookSmart is based in San Francisco, California, with offices in New York, Los Angeles, Detroit, Montreal, London, Melbourne and Sydney. For more information, please visit www.LookSmart.com

About, Inc.

About is the Internet's most complete targeted environment for marketers. With more than 450 topic sites, each overseen by a professional Guide, About provides customers with an experience unlike any other on the Web-including the Internet's best link directories, original content, community features and commerce opportunities. About, Inc is a division of Primedia. More information on the company can be found on its Web site at <http://about.com/>. About.com and Sprinks are About, Inc. business units.

Forward-Looking Statements

This press release contains forward-looking statements based on our management's current beliefs and assumptions about our industry and business prospects. Any statements that refer to expectations, projections or future events or circumstances, including any underlying assumptions, are forward-looking statements. These statements are not guarantees of future performance and are subject to risks and uncertainties, including our potential failure to establish an effective and profitable search partnership with About.com in some or all of the partnership areas described above; the possibility that advertisers will not utilize our site listing services or that web users will not click on our listings at projected rates; and our potential inability to generate sufficient listings and advertising revenue to reach profitability. These and other risks may cause our forward-looking statements to differ from future performance. Please read our other risks outlined in our annual report on Form 10-K and quarterly reports on Form 10-Q filed with the Securities and Exchange Commission.

*Nielsen//NetRatings, June 2002, MarketView Reporting Ratings

**Media Metrix, June 2002 Digital Media Audience Ratings

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