



LookSmart Experiences Increase in Web Directory Listings Due to Holiday Season Use by Small Businesses

SAN FRANCISCO--(BUSINESS WIRE)--Dec. 13, 2000-- Businesses discover benefits of having an authoritative way to get listed on major Internet search engines with LookSmart Express Submit Online sales this year are expected to increase 66% over last year according to Jupiter Media Metrix in New York, which predicts \$11.6 billion in holiday online activity. Regardless of the predicted surge, online businesses still need to find a dependable way to drive traffic to their sites -- not an easy task given the size and scope of the Internet. LookSmart (Nasdaq:LOOK), the global leader in Web directories, is providing a growing number of small to medium sized businesses with the opportunity to reach these online holiday shoppers through highly targeted Web directory listings.

Getting listed in the LookSmart directory provides businesses with fast, cost-effective exposure to four out of five US Internet users through some of the top search engines (e.g., MSN, Alta Vista and Excite) and is one of the most effective tools for driving qualified traffic to e-commerce sites. Danny Sullivan, Editor, SearchEngineWatch.com writes, "...take advantage of both LookSmart and Yahoo's express submission services. They will save you time, help you generate traffic more quickly, and probably are the most essential Web marketing expense after that of registering a domain name."

"Express Submit Web directory listings are fast becoming the defacto standard way for businesses to quickly get listed on eight of the top 15 portals and 14 of the top 25 Internet service providers," said Scott Stanford, vice president of e-commerce at LookSmart, "for a one-time fee of \$199 businesses get a reliable source for highly qualified traffic."

Registering a business Web site is easy -- just go to www.expresslisting.com and fill out the online Express Submit form. LookSmart Express Submit will review and consider the application and Web sites for inclusion into the LookSmart directory within 48 hours, provided it meets the editorial guidelines. The approved Web sites will then be listed in the LookSmart directory just a few days after they have been approved.

About LookSmart

LookSmart (Nasdaq:LOOK) (ASX:LOK) is the global leader in Web directories. With 31 directories spanning 28 countries and 13 languages, LookSmart is committed to organizing the Web. LookSmart distributes its directories through a partner network that reaches more than 83 percent of US Internet users each month, and includes Microsoft's MSN, AltaVista, Netscape, Excite, iWon, Time Warner, Prodigy, Juno, InfoSpace, Sony, Macromedia, Road Runner, Cox Interactive Media and Qwest. BTLookSmart, an international joint venture between LookSmart and British Telecommunications, deploys LookSmart wireless and Web directory solutions for ISPs, portals and mobile Internet businesses in countries across Europe and Asia-Pacific. The company is headquartered in San Francisco and can be contacted at 415/348-7000.

Forward-Looking Statements

This press release contains forward-looking statements based on our current expectations and projections about our industry and our management's beliefs and assumptions. Words such as "will," "expects," "intends," "plans," "believes," "may," and variations of these words or similar expressions are intended to identify forward-looking statements. In addition, any statements that refer to expectations, projections or other characterizations of 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. Our actual results could differ from those expressed in these forward-looking statements for various reasons, such as the possibility that holiday online activity will not meet projected rates; our potential inability to aggregate a large amount of Internet traffic from our partner sites and monetize that traffic through advertising, listings and other revenue streams; our potential inability to generate sufficient listings and advertising revenue to reach profitability when planned; and 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.

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