



VerticalNet Signs Subsite Listings Deal With LookSmart; VerticalNet Generates Highly Qualified Leads By Expanding Distribution of Site Links Throughout the LookSmart Network

SAN FRANCISCO--(BUSINESS WIRE)--Nov. 1, 2000--LookSmart (Nasdaq: LOOK), the global leader in Web directories, today announced that VerticalNet, Inc. (Nasdaq: VERT), the Internet's leading business-to-business eCommerce enabler, is buying Subsite Listings to promote its 57 business-to-business exchange marketplaces throughout the LookSmart directory. Unlike most search results, which provide access to only the homepages of large sites, LookSmart's product, called Subsite Listings, enables searchers to easily find and connect directly to commerce and exchange marketplaces within a Web site. The breakthrough product, released from Beta testing during Q3 2000, has already been adopted by leading companies including, DealTime, CNET's mySimon, eBay, and Hearst Publication's women.com.

Subsite Listings generate highly qualified traffic for merchants and business-to-business Web sites, by providing paths to commerce centers within their sites, directly from the search results pages of major portals and ISPs. For example, Internet users searching for aerospace jobs can connect directly to the career section of VerticalNet's Aerospace Online. These listings within the LookSmart directory are distributed throughout LookSmart's network, which reaches four out of five US Internet users.

"Subsite Listings are a powerful marketing solution for a business-to-business e-commerce enabler like VerticalNet, and an incredible resource for businesses that depend on search to find suppliers, business services and content relevant to their industries," said Scott Stanford, director of strategy and development at LookSmart. "At the same time, Subsite Listings enable VerticalNet to highlight their marketplaces -- and make each of them relevant to a large business community."

LookSmart is the leader in Search Targeting. Through products like Resource Centers, Express Submit and Subsite Listings, LookSmart creates targeted marketing opportunities in and around its Internet search directory, enabling companies to place messages directly within the context of what users are looking for. The result is a better search experience for Internet users, as well as higher click-through rates and lower customer acquisition costs for businesses. About LookSmart

LookSmart (NASDAQ: LOOK) 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 MSN, AltaVista, Netscape, Excite, iWon, Time Warner, Prodigy, Juno, InfoSpace, Sony, Macromedia, Road Runner, Cox Interactive Media and Qwest. BTLookSmart, LookSmart's international joint venture with British Telecommunications, deploys LookSmart's wireless and Web directory solutions for ISPs, portals and mobile Internet businesses in countries across Europe and Asia-Pacific. About VerticalNet, Inc.

VerticalNet, Inc. (www.verticalnet.com) provides end-to-end e-commerce solutions targeted at distinct business segments through three Strategic Business Units: VerticalNet Markets includes 57 industry-specific Web sites designed as online vertical trading communities and provides hosted e-commerce and community capabilities for corporate divisions and midsize businesses; VerticalNet Exchanges focuses on direct material open and spot markets; VerticalNet Solutions builds digital marketplaces for global 2000 customers, consortia and neutral Net market makers. VerticalNet International leverages the company's three strategic business units to create global Internet B2B marketplaces, offering products and services internationally and partnering with companies that have strong local presence and domain expertise.

VerticalNet and NECX are registered trademarks and/or trademarks of Vert Tech LLC in the United States and/or other countries.

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