



LookSmart Ranked in the Top 15 by Recent Study

LookSmart (Nasdaq: LOOK), a leading Web directory and search service, today announced that Media Life Magazine ranked LookSmart 13th among the Top 15 Web Properties on the Media Life Sticky Index. The Media Life Sticky Index, which ranks Web properties by tracking the amount of time a user spends on one site, using Nielsen/NetRatings' ranking data, included LookSmart in the company of leading online auction, e-commerce, entertainment and search sites.

"Numerous industry surveys emphasize that next to email, search is the primary reason why people use the Internet and this ranking proves that we are reaching our goal of providing consumers with a high-quality search environment," said Evan Thornley, co-founder and CEO of LookSmart. "The Media Life Sticky Index ranking reflects the intuitive, user-friendly category structure of LookSmart and complements the July Media Metrix ranking of LookSmart as the 11th most visited Web property."

MEDIA LIFE STICKY INDEX - Ranking of the Top 15 Web properties by "How Long People Stay" during the week of Aug. 9 - Aug. 15. Includes: (1) eBay, (2) Yahoo!, (3) MSN, (4) Excite, (5) GO, (6) AOL, (7) Blue Mountain Arts, (8) Microsoft, (9) Time Warner, (10) Lycos, (11) Amazon, (12) Snap, (13) LookSmart, (14) AltaVista, and (15) Real Networks.

LookSmart's directory contains over 800,000 unique URLs in more the 60,000 categories, and is organized and maintained by 180 professional editors to provide high-quality search experiences to its users. The LookSmart category-search directory is used monthly by more than 43 million unique users through its syndicated affiliates and network of 220 ISPs. LookSmart also offers enhanced vertical content channels such as LookSmart Money, a complete finance service that users can personalize, offering up-to-date financial news and stock quotes as well as individual portfolio tracking.

About LookSmart

LookSmart (Nasdaq: LOOK) is a leading Web directory and search service that creates and maintains one of the largest editorially reviewed directories of content on the World Wide Web. LookSmart's directory is distributed through multiple channels, including a global network of ISPs, major Web sites, portals and viral marketing. Through its partnership with Cox Interactive Media, LookSmart also offers one of the largest collections of quality local Web content in more than 65 U.S. markets. The company is headquartered in San Francisco and can be contacted at (415) 597-4850.