



LookSmart Delivers Better Value to Advertisers with CPA-Optimized Ad Rotation

SmartRotation Tool Helps Advertisers Meet Their ROI Goals Through Automated Campaign Management

SAN FRANCISCO, Apr 21, 2009 (BUSINESS WIRE) -- LookSmart, Ltd. (NASDAQ:LOOK), the search advertising network and management company, today announced the limited beta test of SmartRotation, a cost-per-acquisition (CPA) driven tool that uses a tracking pixel to automatically optimize campaigns based on the best-converting ad creative. SmartRotation is part of a larger beta test of ad rotation and is the latest addition to LookSmart's award-winning AdCenter, a powerful ad serving and keyword auction platform that enables advertisers to manage return on investment (ROI) through increased targeting and tracking.

"Most search advertising providers offer ad rotation optimization driven by click-through rate, which benefits them, but not necessarily the advertiser," said Michael Schoen, vice president of advertising platforms for LookSmart. "Advertisers can maximize ROI and lower CPAs from LookSmart campaigns while reducing time spent managing those campaigns using SmartRotation."

LookSmart's AdCenter processes more than a billion daily queries for LookSmart's syndicated network and is used by thousands of advertisers via self-service accounts, dedicated managed services and bid management through advanced API technology. The AdCenter's targeting and tracking features include geo-targeting, ad scheduling, and conversion tracking and reporting and traffic management features like referrer white- and black-listing and campaign-level feed capping.

SmartRotation is available in limited beta testing to qualified customers. For more information, please contact sales@looksmart.net, call (888) 403-5665 or visit LookSmart at Booth No. 1866 at ad:tech San Francisco April 21-22.

About LookSmart, Ltd.

LookSmart (NASDAQ: LOOK) is a premier search advertising network and management company. A trusted provider of quality search advertising products and services to text advertisers, LookSmart offers targeted pay-per-click search and contextual advertising via its proven Search Advertising Network. For publishers seeking to create their own vertical advertising networks, LookSmart also licenses and manages its award-winning AdCenter platform. Dedicated to the quality of text advertising, LookSmart is one of the five founding members of the IAB Click Measurement Panel. For more information call 415-348-7500.

Forward-Looking Statements

This press release contains forward-looking statements, such as references to our business prospects. These statements, including their underlying assumptions, are subject to risks and uncertainties and are not guarantees of future performance. Results may differ due to various factors such as the possibility that we may be unable to gain or maintain customer acceptance of our publisher solutions or ad backfill products, that existing and potential customers for our products may opt to work with, or favor the products of, others due to more favorable products or pricing terms, limitations on or our inability to retain and grow our ad and customer base, and limitations on or our inability to enhance our products. In addition, you should read the risk factors detailed in our Annual Report on Form 10-K for the year ended December 31, 2008, filed with the Securities and Exchange Commission.

The statements presented in this press release speak only as of the date of the release. Please note that except as required by applicable law we undertake no obligation to revise or update publicly any forward-looking statements for any reason.

NOTE: "LookSmart" is a trademark of LookSmart, Ltd., and/or its subsidiaries in the U.S. and other countries. All other trademarks mentioned are the property of their respective owners.

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