



LookSmart Announces Quality Manifesto

*-Industry Data Reveals Traffic Quality is a Top Priority to SMB Advertisers-
-LookSmart Pledges Quality and Accountability to Entire Search Marketing Community-*

SAN FRANCISCO, Calif., Nov. 3, 2010 (GLOBE NEWSWIRE) -- [LookSmart, Ltd.](#) (Nasdaq:LOOK), an online search advertising solutions company, today announced the LookSmart Quality Manifesto, a commitment to the company's advertisers, publishers and the entire search marketing community to provide the highest quality search advertising network possible. The introduction of the Quality Manifesto highlights LookSmart's leadership in the search advertising industry, along with the company's relentless dedication to finding the very best ways to acquire and deliver quality traffic based on values of trust, respect and integrity.

With the introduction of the LookSmart Quality Manifesto, the company is raising the bar for the pay-per-click search advertising industry at a crucial time. LookSmart's most recent [SMB Customer Index](#) reveals that while 63% of search advertisers cite ROI as one of the most important factors to PPC campaigns, traffic quality comes in at a very close second, with 53% stating this as one of their top priorities. With its Quality Manifesto, LookSmart simultaneously addresses these priorities and more.

In the LookSmart Quality Manifesto, a pledge to the company's advertisers, publishers, and the entire search marketing community, LookSmart outlines the principles it stands for, including:

- TRUST – Strong partnerships that stem from open communication with advertisers and publishers
- QUALITY - Unyielding adherence to strict rules about traffic origin and performance
- INNOVATION – Constantly enhancing and advancing technology to improve partner performance
- EXPERTISE – Leveraging and building on extensive hands-on search industry knowledge
- PEOPLE - Employing smart and dedicated teams of people focused on providing the highest level of service to help partners achieve their goals
- RESPONSIBILITY – Holding LookSmart accountable to the delivery of rapid and consistent results for partners
- TRANSPARENCY – Understanding traffic performance on a granular level, and sharing that knowledge with partners
- COLLABORATION – Continuously working together with partners to identify new opportunities and optimize for success
- DEDICATION - Meeting or exceeding partner goals, each and every time
- FAIRNESS– What is unfair and unacceptable to search partners is unfair and unacceptable to LookSmart

As one of the founding pioneers of search marketing, LookSmart possesses empirical knowledge based on over a decade of experience, enabling the company to progress search marketing to the next level. LookSmart's ability to understand advertisers' goals and translate them into successful campaigns allows for strong relationships with thousands of advertisers, who in turn drive large premiums for publisher partners.

"With outstanding technology and uncompromising commitment to quality, LookSmart provides a competitive advantage to the publishers and advertisers we work with," said CEO Dr. Jean-Yves Dexamier. "We continue to set new and higher expectations for delivering superior results. Providing a quality network is an ongoing process of development and improvement, and we challenge ourselves and the broader search advertising community to advance the standards of traffic quality and performance."

About LookSmart:

LookSmart is an online search advertising network solutions company that provides performance solutions for online search advertisers and online publishers. LookSmart offers advertisers targeted, pay-per-click (PPC) search advertising via its Advertiser Networks; and an AdCenter platform for customizable private-label advertiser solutions for online publishers. LookSmart is based in San Francisco, California. For more information, visit <http://www.looksmart.com/> or call 415-348-7500.

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