



LookSmart Extends Relationship with Excite; Web Directory Leader Expands Asian Presence Through Exclusive Deal with Excite Japan

SAN FRANCISCO--(BUSINESS WIRE)--April 4, 2001--LookSmart (Nasdaq:LOOK)(ASX:LOK), the global leader in Web directories, today announced that it has been chosen as the exclusive directory provider for Excite Japan, through its partnership with BTLookSmart, LookSmart's international joint venture. This extends BTLookSmart's existing agreement with Excite to provide exclusive directories for 10 million European users, in eight countries and regions, including Denmark, Finland, Belgium, Norway, the UK, Switzerland, Sweden and the Netherlands. People searching Excite in those countries, and now in Japan, have access to LookSmart's in-country, in-language directories.

"We want to ensure the best possible search experience for our users -- so we're excited to provide LookSmart's high quality search directory results," stated Yuki Yamamura, General Manager for Excite Japan. "We have already witnessed substantial growth in excess of 20 percent in our directory search traffic since the incorporation of LookSmart's Japanese directory."

"This is a great opportunity for us to extend our relationship with Excite by providing value to their users in Japan," stated Tim Pethick, CEO of BTLookSmart. "LookSmart's search and directory services continue to enhance the offerings of global industry leaders like Excite."

Excite Japan will distribute LookSmart's directory content to its network of partners and on its consumer portal.

About LookSmart

LookSmart helps more than 35,000 businesses harness the power of Internet search to generate qualified leads. As the global leader in building, distributing and monetizing Web directories, LookSmart databases are searched 60 million times a day, through five of the top 10 portals, five of the top 10 ISPs and hundreds of additional ISP and media partners worldwide. LookSmart's distribution network reaches 82 percent, or more than four out of five U.S. Internet users, through Microsoft's MSN, Excite@Home, Alta Vista, iWon, Netscape Netcenter, Inktomi, Time Warner, Prodigy, Juno, CNN, Road Runner, Cox Interactive Media, InfoSpace, and Qwest.

About BTLookSmart

BTLookSmart is the international joint venture between LookSmart (Nasdaq:LOOK)(ASX:LOK), the global leader in Web directories, and British Telecommunications (NYSE:London). BTLookSmart is deploying LookSmart's Web, WAP, mobile Internet and broadband search and directory solutions for ISPs, portals and mobile Internet businesses in countries across Europe and Asia-Pacific. The company operates two regional headquarters in Sydney, Australia and London, UK, serving the Asia Pacific and European markets respectively. For further information please visit www.BTLookSmart.com.

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