



LookSmart Signs Amazon.com in Major Advertising Deal; Agreement Gives Amazon.com Access to LookSmart's Extensive Distribution Network

SAN FRANCISCO and SEATTLE--(BUSINESS WIRE)--Feb. 14, 2000--LookSmart (Nasdaq:LOOK), a global leader of Internet search infrastructure, and Amazon.com, Inc. (Nasdaq:AMZN), today announced a year long exclusive advertising agreement.

Under this agreement, Amazon.com will be the exclusive book and music seller on LookSmart (www.looksmart.com) and will be featured throughout LookSmart's distribution network of partner sites, which reaches over 45 million people a month. LookSmart will offer users direct links to related Amazon.com book and music titles from every LookSmart search result and related book and music category page.

"This new alliance with Amazon.com provides LookSmart users with seamless integrated access to the largest selection of books and music on the Internet," said Brian Cowley, senior vice president of global sales at LookSmart. "We're proud to bring on such a high quality leading advertiser like Amazon.com, who will now have unparalleled access to LookSmart's massive distribution network, including Internet portals, media companies, Internet service providers and affiliates.

"This deal further demonstrates how LookSmart creates value for leading advertisers on the Web."

"Working with LookSmart and their access to tens of millions of Internet users will allow us to further expand the reach and visibility of Amazon.com," said Doug Boake, vice president of business development at Amazon.com. "This agreement furthers our strategy of providing customers with as many possible points of access to Amazon.com and our vast selection of titles in a high quality environment like LookSmart."

The new service offers users the opportunity to review and purchase relevant book and music titles from Amazon.com through LookSmart. The service will be integrated throughout the LookSmart network including the BeSeen.com and Inside-the-Web network of sites. As the premier book and music advertiser on LookSmart, Amazon.com will also receive extensive promotional exposure throughout the LookSmart network.

About LookSmart

LookSmart (Nasdaq:LOOK) is a global leader of Internet search infrastructure, dedicated to helping the world find useful stuff quickly. LookSmart's search and directory service reaches over 45 million people a month -- nearly 70 percent of all Internet users in the U.S. -- through LookSmart's partner sites.

LookSmart has launched sites for the U.S., the U.K., Canada, Australia, the Netherlands, Singapore, Malaysia and New Zealand, built directories for 17 countries, including Japan, Korea, Mexico and Brazil, and has directories for another four countries in development.

LookSmart's search solutions include a collection of over 1.5 million high quality URLs organized into more than 100,000 categories. LookSmart currently provides its search solutions to leading Internet portals, ISPs and Web sites including The Microsoft Network, Netscape Netcenter, Time Warner Inc., Excite@Home, Sony, British Telecom, US West, AltaVista, NetZero, over 370 Internet Service Providers, and 600,000 Web sites.

Through its partnership with Cox Interactive Media, LookSmart also offers one of the largest collections of quality local Web content in more than 70 U.S. markets. The company is headquartered in San Francisco and can be contacted at 415/348-7000 or visited at www.looksmart.com.

About Amazon.com

Amazon.com (Amazon.com, Inc., and its subsidiaries) is the Internet's No. 1 music, No. 1 DVD and video, and No. 1 book retailer. Amazon.com (Nasdaq:AMZN) opened its virtual doors on the World Wide Web in July 1995 and today offers Earth's Biggest Selection, along with online auctions and free electronic greeting cards.

Amazon.com lists more than 18 million unique items in categories including books, CDs, toys, electronics, videos, DVDs, home improvement products, software, and video games. Through Amazon.com zShops, any business or individual can sell virtually anything to Amazon.com's more than 17 million customers, and with Amazon.com Payments, any seller can accept credit card transactions, avoiding the hassles of offline payments.

This announcement contains forward-looking statements that involve risks and uncertainties that include, among others, Amazon.com's limited operating history, anticipated losses, unpredictability of future revenues, potential fluctuations in

quarterly operating results, seasonality, consumer trends, competition, risk of distribution center expansion, risks related to fourth quarter performance, risks of system interruption, management of potential growth, risks related to auction and zShops services, risks related to fraud and Amazon.com Payments, and risks of new business areas, international expansion, business combinations, and strategic alliances. More information about factors that potentially could affect Amazon.com's financial results is included in Amazon.com's filings with the Securities and Exchange Commission, including its Annual Report on Form 10-K for the year ended Dec. 31, 1998 and Quarterly Reports on Form 10-Q for the quarters ended March 31, 1999, June 30, 1999, and Sept. 30, 1999.

CONTACT: LookSmart
Liz Connaghan, 415/348-7185
lconnaghan@looksmart.net
or
Amazon.com
Paul Capelli, 206/266-7180
capelli@amazon.com