



LookSmart Launches New Business Intelligence Platform

SAN FRANCISCO, July 23 -- LookSmart (Nasdaq: LOOK; ASX: LOK), a global leader in search targeted marketing, today announced the introduction of the LookSmart Reporting Center, a leading-edge business intelligence platform that will enable strategic accounts to monitor and optimize the performance of their search marketing campaigns. By using the new offering, marketers can see the results of their LookSmart campaigns in one place and in one format, and can determine what is most effective using detailed performance reports.

The new business intelligence platform is based on the technology obtained through LookSmart's 2001 acquisition of the assets of Primary Knowledge, an early leader in outsourced e-business intelligence services.

"As search targeted marketing begins to command a larger portion of marketing budgets, businesses need to monitor the spending of those dollars and generate maximum return on their investments," said Robert Goldberg, senior vice president of sales, marketing and international operations for LookSmart. "The LookSmart Reporting Center will let marketers thoroughly understand the performance of their search marketing campaigns so they can evaluate them against the rest of their marketing mix."

Key features of the LookSmart Reporting Center:

- Easy to use: Self-service Web interface available 24/7 with simple step-by-step instructions
- Easy to interpret results: Detailed performance data on both graphical ads and text search listings in one place and in one common format
- Flexible reporting summaries: Data available by campaign, by product or by URL -- performance metrics calculated over any time period
- Flexible reporting formats: Reports available online or in easily downloadable spreadsheet or document formats, for integration into customer marketing documents
- High quality, timely data: Reliable reporting through more than 350 automated, daily data checks and fraud detection on all data

"The new platform leverages Primary Knowledge technology to deliver customer reporting that further improves the performance of advertiser campaigns and overall search relevance," added Peter Adams, chief technology officer for LookSmart and co-founder of Primary Knowledge. "The needs of search users and advertisers for highly relevant results are perfectly aligned. By providing visibility into exactly what's working best, the new reporting platform lets us work with businesses to make the search experience more satisfying for users and profitable for advertisers."

About LookSmart

LookSmart helps businesses of all sizes harness the power of Search Targeted Marketing to generate cost-effective sales leads. LookSmart search listings enable businesses to reach 77 percent* or nearly four out of five U.S. Internet users, through top portals and ISPs including Microsoft's MSN, AltaVista, Netscape Netcenter, CNN.com, Road Runner, Cox Interactive Media, InfoSpace (Excite, Dogpile, MetaCrawler, WebCrawler), and search services such as Inktomi. BTLookSmart, LookSmart's joint venture with British Telecom, provides Search Targeted Marketing solutions in the U.K. and Japan. LookSmart is based in San Francisco, California, with offices in New York, Los Angeles, Detroit, Montreal, London, Melbourne and Sydney. For more information, please visit www.LookSmart.com. Media Metrix March 2002 Digital Media Audience Ratings

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