



LookSmart Adds Business Week to its Network of Search and Navigation Affiliates

Premium Interactive Search Service Brings New Revenue Stream for LookSmart and Business Week Online

SAN FRANCISCO--(BUSINESS WIRE)--Feb. 22, 2000--LookSmart (Nasdaq:LOOK), a global leader of Internet search infrastructure, and Business Week Online today announced that they have agreed to launch a premium interactive search service on www.businessweek.com, powered by LookSmart.

Business Week Online users may ask business-related questions of LookSmart's team of professional editors, and receive personalized answers within 24 hours. Using LookSmart's database of over 1.5 million unique URLs, Business Week's quality content, and other proprietary databases, LookSmart's editors will provide high quality answers to inquiries, such as, "What is the market size for wireless technologies in the United States?" or, "Can you provide a list of exporters that specialize in classic European convertibles?" This premium research service will cost \$24.95 per question and will guarantee user satisfaction with the results.

"LookSmart is the leading navigation infrastructure provider for the full spectrum of search and directory services, including interactive search, to leading sites like Business Week Online," said Tracey Ellery, president and co-founder of LookSmart. "LookSmart is pleased to provide Business Week Online with a sophisticated interactive search solution for users wanting search assistance from a trained professional, rather than a spider or a bot."

"There's great demand from our users for highly customized information," said David G. Ferm, president of the Business Week Group. "LookSmart's ability to examine each user's question and provide specific answers is a valuable addition to our offering. By using LookSmart's search infrastructure, Business Week Online can quickly meet its customers' search needs."

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 web sites for the U.S., the U.K., Canada, Australia, the Netherlands, Singapore, Malaysia and New Zealand, and built directories for 17 countries, including, Japan, Korea, Mexico and Brazil.

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, Time Warner Inc., Excite@Home, Sony, British Telecom, US West, AltaVista, Netscape Netcenter, NetZero, over 370 Internet Service Providers, and 600,000 Web affiliates.

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 Business Week Online

Business Week Online is a full-service business information resource that goes beyond print to bring its award-winning global coverage to the Internet. At businessweek.com, users get the first look at the current issue as well as continuous updates, exclusive stories, investment news, daily e-business insights and more. It also features a host of interactive executive resources to help business professionals book a business flight, climb the corporate ladder, buy the latest tech device, start their own business, or increase their stake in the stock market.

Business Week (businessweek.com) is the world's best selling business magazine, with a worldwide circulation of 1,087,000 and 5.4 million readers each week. A publication of The McGraw-Hill Companies, Business Week celebrated its 70th anniversary in 1999.

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