



LookSmart Executive Allen Hammock to Speak at Search Engine Strategies San Francisco

SAN FRANCISCO, Aug 17, 2010 (GlobeNewswire via COMTEX News Network) -- LookSmart, Ltd. (Nasdaq:LOOK), an online search advertising solutions company, today announced that Allen Hammock, Director of Technical Sales for LookSmart, will be presenting alongside other esteemed online advertising industry executives at SES San Francisco, the premier search and social marketing event being held this week at Moscone West in San Francisco.

The 12th annual SES San Francisco conference, programmed by Search Engine Watch, ClickZ and the SES advisory board brings together thousands of online advertising industry and marketing professionals looking to expand their knowledge on topics such as search marketing (including SEO, PPC management & social media), keyword research, local advertising, mobile engagement, link building, duplicate content, multiple site issues, online video, site optimization and usability.

During, "Stretching Your Marketing Dollars: The Upside of Search," Allen Hammock and other industry thought leaders will join together in a meaningful open forum to reveal tips and tricks that will help small business search advertisers pick up the valuable traffic being left behind by their competitors as well as offer secrets to maximizing exposure via organic, paid search and local search without emptying their wallets or cutting sales or leads.

Be sure to listen in to Webmaster radio's podcast interview with Allen Hammock from the SES show floor to hear about LookSmart's commitment to traffic quality. Allen will also be speaking at SES San Francisco's Theater Presentations on Wednesday, August 18 from 11:40 to 12:00 p.m. PDT in a session called "Everything You Always Wanted to Know About Ad Networks (but were too afraid to ask)."

What: "Stretching Your Marketing Dollars: The Upside of Search," an upcoming presentation featured at SES San Francisco.

Who: Moderator:
+ Michael Stebbins, CEO, Founder, Market Motive
Speakers:
+ Eli Goodman, Search Evangelist, comScore, Inc.
+ Bob Myhal, President, MuscleMaster
+ John Sherrod, Senior SEO Technologist, Search Discovery, Inc.
+ Allen Hammock, Director of Technical Sales, LookSmart, Ltd.
+ Frederick Vallaey, AdWords Evangelist, Google

When: Wednesday, August 18, 2010 from 1:00 p.m. -- 2:00 p.m. PDT

Where: Moscone West, San Francisco, CA

About Allen Hammock:

Allen Hammock, a 15 year veteran of the online advertising industry, has served LookSmart in various sales, marketing and technical roles since 2004. In his current position as Director of Technical Sales, Allen acts as an educator and evangelist for the company, teaching customers and partners about LookSmart's unique approach to search advertising. Allen is an active public speaker, and has published several articles on performance marketing, most recently "Search Marketing: A Portfolio Approach" in Online Strategies magazine.

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.

This news release was distributed by GlobeNewswire, www.globenewswire.com

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