



## LookSmart Names William Lonergan Chief Financial Officer

SAN FRANCISCO, Aug 25, 2003 /PRNewswire-FirstCall via COMTEX/ -- LookSmart (Nasdaq: LOOK, ASX: LOK), a global leader in search, today announced that William Lonergan has been appointed chief financial officer, effective September 22, 2003. Mr. Lonergan brings to LookSmart over 25 years of senior financial management experience for both public and private technology companies.

"Bill's diverse experience with hundreds of fast growing technology companies through his impressive career at KPMG made him stand out among the pool of exceptional candidates we considered," said Jason Kellerman, chief executive officer of LookSmart. "His financial expertise, combined with his hands-on experience as the CFO of a technology company will be invaluable as LookSmart continues to capitalize on its leadership in the paid inclusion sector."

"The search marketing sector is experiencing tremendous growth and LookSmart is well positioned for continued success based on its product development efforts and relationships with advertisers and distribution partners. Joining the LookSmart team is extremely exciting and I look forward to contributing to the progress of the Company," said Mr. Lonergan.

Mr. Lonergan, age 47, served most recently as chief financial officer of Tacit Knowledge Systems, Inc. a leading provider of enterprise collaboration management solutions. Prior to that he was a senior partner at KPMG LLP, where he spent over 20 years assisting companies within both the firm's auditing and consulting practices. During his tenure at the firm he was chosen as global lead partner for the Microsoft and Hewlett Packard accounts, named to the Leadership 2000 Partner group and appointed national director of the High Technology Performance Improvement Consulting Practice. He played instrumental roles in numerous IPOs and other capital transactions for high-growth public companies including Pinnacle Systems, SCM Microsystems and Micromuse. Mr. Lonergan is a C.P.A., a Chartered Accountant, and a graduate of the University of Durham, England and the University of Pennsylvania, KPMG/Wharton International Development Program.

### About LookSmart

LookSmart is a leading provider of Internet search solutions and is the global leader in paid search inclusion. Combining award-winning technology, editorial expertise, and community-based initiatives, LookSmart provides users worldwide with highly relevant search results, while delivering targeted sales leads to online businesses. LookSmart search results are distributed through top portals and ISPs including Microsoft's MSN, About.com, Road Runner, Cox Interactive Media, InfoSpace, CNET and search services such as Inktomi. LookSmart is based in San Francisco, California, with offices in New York, Los Angeles, Detroit, Montreal, London, Tokyo, Melbourne and Sydney. For more information, visit [www.LookSmart.com](http://www.LookSmart.com)

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