



LookSmart Strengthens Network Quality with Click Forensics

FACTr Service to Give Greater Insight into Network, Improve Advertiser Value

SAN FRANCISCO, Oct 14, 2008 (BUSINESS WIRE) -- LookSmart, Ltd. (NASDAQ:LOOK), a pay-per-click (PPC) search advertising network and technology solutions provider, today announced it is partnering with Click Forensics, the industry leader in scoring, auditing and improving traffic quality for the online advertising community, to receive third party PPC quality reports. LookSmart is leveraging Click Forensics' FACTr reports to improve the speed and flow of feedback from advertisers on the value delivered through the LookSmart network.

"LookSmart is focused on maintaining and enhancing our network quality assurance processes, which are key to delivering the highest return on investment to our search advertisers," said Ted West, chief executive officer and president of LookSmart. "The FACTr reports represent one more way we are delivering on our promise to advertisers to help them make smart, dependable choices that will make a real difference for their business."

LookSmart is dedicated to continuous improvement and was a founding member of the IAB Click Measurement Panel. FACTr, or Fully Automated Click Tracking Reconciliation, is an important ingredient in continuing that improvement because it provides search advertisers an easy, automated method for electronically reporting unwanted traffic to search providers such as LookSmart. LookSmart will use these reports to strengthen the integrity of its targeted PPC advertising services.

"By using live campaign data and patent-pending analytics, FACTr makes it easier for targeted search providers such as LookSmart to ensure their clients are receiving quality clicks and the best value for their ad spend," said Tom Cuthbert, president of Click Forensics. "FACTr is an easy way for search advertising networks to increase loyalty and trust with their clients."

About LookSmart

LookSmart (NASDAQ:LOOK) is a premier search advertising network and management company. A trusted provider of quality search advertising products and services to text advertisers, LookSmart offers targeted pay-per-click search and contextual advertising via its proven Search Advertising Network. For publishers seeking to create their own vertical advertising networks, LookSmart also licenses and manages its award-winning AdCenter platform. Dedicated to the quality of text advertising, LookSmart is one of the five founding members of the IAB Click Measurement Panel. For more information, visit www.LookSmart.com or call 415-348-7500.

SOURCE: LookSmart, Ltd.

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