



LookSmart Unveils Professional Services

SAN FRANCISCO, Aug 18, 2008 (BUSINESS WIRE) -- LookSmart, Ltd. (NASDAQ:LOOK), a pay-per-click (PPC) Search Advertising Network and technology solutions company, today announced expanded professional services for advertisers, publishers, and networks, enhancing LookSmart's industry-leading customer service. Through these service offerings, search marketers who purchase advertising and publishers who license the LookSmart AdCenter platform, benefit from diverse services that fit an array of needs.

"Over the last 12 years, LookSmart has developed a deep roster of subject matter experts and sophisticated tools to help publishers, advertisers, and search advertising networks achieve the best possible results," said Ted West, president and CEO of LookSmart. "As search marketing evolves and grows, we want to grow with our customers by providing the enhanced services they need to succeed," he added.

Professional services for advertisers focus on LookSmart's proven tools and techniques to generate maximum return from search advertising campaigns at the lowest possible cost.

"Our considerable platform, expert people, and repeatable processes are set up to do the 'heavy lifting' for our customers," said Jonathan Ewert, general manager of LookSmart Advertising Networks. "As search marketing becomes more complex, helping advertisers and publishers achieve solid results requires high-touch service levels. We are set up to help advertisers and publishers assemble the right mix of elements for success because we have the right platform to deliver them," Ewert added.

"Publishers and Networks who license LookSmart's AdCenter Platform can leverage these services and tools to create their own search advertising offerings," said Ari Kaufman, general manager of LookSmart Publisher Services. "Publishers can choose from a fully-outsourced program or a-la-carte Professional Services to suit their needs. We are excited to provide our proven ad network management expertise to publishers and networks who want to gain independence from the dominant search engines and develop a complementary mix of their own direct advertisers and third party feeds," Kaufman added.

LookSmart's AdCenter was recently named as a finalist for "Best Search Advertising Platform" by Search Engine Strategies. The AdCenter Platform empowers publishers and networks to drive and support sales, manage direct and third party advertiser relationships, and generate new distribution relationships under the publisher's brand. The award winners will be announced on Monday, August 18th at the Search Engine Strategies conference in San Jose, CA. The company is an exhibitor, located at booth number 609.

About LookSmart

LookSmart provides premium and performance advertising solutions for advertisers and publishers. LookSmart offers advertisers targeted pay-per-click (PPC) search and contextual search advertising via its Advertiser Networks; and licenses its white label AdCenter technology to top publishers and networks. LookSmart is based in San Francisco, California. For more information, visit www.LookSmart.com or call 415-348-7500.

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