



## LookSmart Added to Russell 2000® Index

SAN FRANCISCO, July 2 /PRNewswire-FirstCall/ -- LookSmart (Nasdaq: LOOK, ASX: LOK), a global leader in search targeted marketing, today announced that it has been added to the Russell 2000® Index, a leading benchmark of small-cap stocks compiled by the Frank Russell Company, one of the world's leading investment management and advisory firms.

"LookSmart's inclusion in the Russell 2000 index is a solid validation of our business strategy and success in growing the business," said Jason Kellerman, Chief Executive Officer Elect of LookSmart. "We are pleased to see our hard work rewarded with this important milestone and look forward to the increased visibility that membership in this prestigious index brings."

Membership in Russell's 21 U.S. equity indices is determined strictly by market capitalization rankings and style attributes rather than by subjective opinion or committee decisions. Russell indices are widely used by managers for index funds and as benchmarks for both passive and active investment strategies. About \$250 billion is invested in index funds based on Russell's indices and an additional \$850 billion is benchmarked to them. Investment managers who oversee these funds purchase shares of member stocks according to that company's weighting in the particular index.

Annual reconstitution of the Russell indexes captures the 3,000 largest U.S. stocks as of the end of May, ranking them by total market capitalization to create the Russell 3000. The largest 1,000 companies in the ranking comprise the Russell 1000 Index while the remaining 2,000 companies become the widely used Russell 2000 Index.

### About LookSmart

LookSmart helps businesses of all sizes harness the power of Search Targeted Marketing to generate cost-effective sales leads. LookSmart search listings enable businesses to reach 77 percent\* or nearly four out of five U.S. Internet users, through top portals and ISPs including Microsoft's MSN, AltaVista, Netscape Netcenter, Prodigy, CNN.com, Road Runner, Cox Interactive Media, InfoSpace (Excite, Dogpile, MetaCrawler, WebCrawler), and search services such as Inktomi. BTLookSmart, LookSmart's joint venture with British Telecom, provides Search Targeted Marketing solutions in the U.K. and Japan. LookSmart is based in San Francisco, California, with offices in New York, Los Angeles, Detroit, Montreal, London, Melbourne and Sydney. For more information, please visit [www.LookSmart.com](http://www.LookSmart.com).

- Media Metrix February 2002 Digital Media Audience Ratings

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