



August 1, 2012

LookSmart, Ltd. to Report Second Quarter 2012 Results on August 2, 2012

SAN FRANCISCO, Aug. 1, 2012 (GLOBE NEWSWIRE) -- LookSmart, Ltd. (Nasdaq:LOOK), an online search advertising network solutions company, will report financial results for the second quarter ended June 30, 2012, on Thursday, August 2, 2012, after the market close. The Company will hold a conference call to discuss the results the same day. The conference call will be hosted by Dr. Jean-Yves Dxmier, Executive Chairman and Chief Executive Officer, and Bill O'Kelly, Senior Vice President Operations and Chief Financial Officer.

The conference call is scheduled to begin at 5:00 pm ET (2:00 pm PT), on August 2, 2012. To listen to the call from the US, dial 1-877-407-3982; from outside the US, dial 1-201-493-6780. A telephonic replay of the call will be available until Thursday, August 16, 2012, 11:59 pm ET. To access the replay from the US, dial 1-877-870-5176 and enter passcode 398321; from outside the US, dial 1-858-384-5517 and enter passcode 398321. The call will also be available live by webcast on LookSmart's Investor Relations website at <http://investor.shareholder.com/looksmart/>.

About LookSmart, Ltd.

LookSmart is a pioneer in online advertising. Founded in 1997, LookSmart has been connecting advertisers and agencies to high quality sources of inventory for performance marketing, and helps online publishers monetize their inventory through our award winning Ad Center platform. Our highly scalable technology processes billions of search queries on a daily basis, enabling marketers to bid in real time across search and display inventory, and leverage intent data to get performance that meets aggressive campaign goals. LookSmart is based in San Francisco, CA, with offices in Los Angeles and New York City. For more information, visit www.looksmart.com or call 415-348-7500.

The LookSmart, Ltd. logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=8717>

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