



Calling All Publishers: LookSmart Rolls Out Syndicated Products with Furl.net, a Personal Web Tool that Attracts and Retain Audience and Revenues

SAN FRANCISCO, May 16, 2005 (BUSINESS WIRE) -- LookSmart (Nasdaq:LOOK)(ASX:LOK), an online media and technology company, announced today it will begin making Furl (www.furl.net), its personalized, online filing cabinet and bookmarking service, available to publishers as part of a comprehensive toolset designed to increase audience, revenue and profits. Furl allows for saving of a publisher's content for personal use, as well as sharing of links to the content with others, thereby offering publishers one of the most effective ways to generate additional traffic and reach new visitors.

LookSmart is taking the bold step of private-labeling Furl.net for publishers within its strategy of licensing tools, content and technology so they can own search advertiser relationships, develop a larger search audience and retain their audience more effectively with sticky tools like Furl.

"Furl allows publishers to give their visitors a customized experience," said Charles Theiss, SVP of Business Development for LookSmart. "It's a powerful tool that helps them virally attract and grow their audience. As we look to the future, we know that publishers will want to increasingly control all aspects of audience and revenue, and we look forward to working with our customers to accomplish just that."

Furl allows publisher audiences to: quickly archive documents that are essential to them while using their own naming for topics, store the text as opposed to just the URL, and to access their web-based archive from any computer. Plus, Furl allows users to search for links to content across a member network and build associations between other individuals who share a passion. By encouraging friends, family and associates to visit their archive, members evangelize a publisher's site through their personal relationships.

About LookSmart

LookSmart is an online media and technology company that provides relevant content, advertising and technology solutions for advertisers and publishers of all sizes. LookSmart's distribution network is designed to maximize advertiser ROI via owned and operated properties, carefully chosen and monitored syndicated publishers, and search engine partners. The company's owned and operated vertical search sites and web tools offer consumers essential search results and a more personalized web experience. Distribution partners include Lycos, CNET, InfoSpace (Excite, MetaCrawler, Webcrawler), Cox Interactive, Apple's Sherlock, and U.C. Berkeley. LookSmart is based in San Francisco, California. For more information on LookSmart, visit www.looksmart.com (<http://www.looksmart.com>) or call 415-348-7500.

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