



LookSmart AdCenter Named Finalist for "Best Search Engine Ad Platform" by Search Engine Strategies

PPC Advertising Veteran to Present as Part of SES's Search Ad Network Panel

SAN FRANCISCO, Aug 11, 2008 (BUSINESS WIRE) -- LookSmart, Ltd. (NASDAQ:LOOK), a pay-per-click (PPC) Search Advertising Network and technology solutions provider, announced today that LookSmart's AdCenter has been named a finalist for the first annual SES Awards in the category of "Best Search Engine Ad Platform".

"We are honored that Search Engine Strategies has recognized the work of our talented employees who have built a proven search advertising platform that advertisers trust to extend their PPC campaigns beyond major search engines," said Ted West, chief executive officer and president of LookSmart. "We congratulate all the finalists and look forward to connecting with them throughout the conference."

The award winners will be announced at the beginning of each Keynote and Orion Panels over the course of the conference, scheduled for August 18 - 21 in San Jose, CA. The mission of the SES Awards is to inspire innovation and encourage new ideas. The awards will be judged by a panel of industry experts and the SES Awards editorial staff.

LookSmart will sponsor the keynote panel taking place on August 19 at 1:30 p.m. titled, "Technical & Information Giants". In addition, Jonathan Ewert, general manager of advertising networks at LookSmart, will be a speaker on the "Everything but Google: Alternative Search Advertising Options" panel on the first day of the conference, August 18, 2008 at 2:45 p.m. During the panel, Ewert will discuss topics including the evolution of Search Advertising Networks, redefining best business practices in search advertising and the benefits to search engine marketers of leveraging Search Advertising Networks to extend their campaign reach at competitive prices.

"We believe text-based advertising is certainly going to remain a significant media segment for some time to come," said Ewert. "Google has shown advertisers how effective it can be, and for that reason, advertisers are looking for ways to extend their buys beyond the major search engines. SES 2008 will arm attendees with ideas that will help marketers see what else is available as they enhance and extend their advertising campaigns."

The 10th annual Search Engine Strategies conference is the largest learning and networking opportunity of the year, with more than 70 sessions related to search. Attendees will gain knowledge of maximizing their business' search engine marketing opportunities such as search engine optimization and paid search advertising. LookSmart will be showcased at booth # 609 in the exhibition hall. For more information about SES 2008 San Jose, please visit: <http://www.searchenginestrategies.com/sanjose/>

For more information about LookSmart at SES 2008 or to schedule a press briefing, please contact James David at 415-694-6712 or LookSmart@rangepointgroup.com.

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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