



## LookSmart Elevates Award-Winning Ad Platform with Refined Targeting, Pricing Management, and Traffic Management Tools

### New Functionality Delivers Improved ROI for Search Advertisers

SAN FRANCISCO, Oct 13, 2008 (BUSINESS WIRE) -- LookSmart, Ltd. (NASDAQ:LOOK), a pay-per-click (PPC) search advertising network and technology solutions provider, today announced the release of valuable enhancements to its award-winning text advertising platform that make it even easier for advertisers to target niche audiences, manage bid prices, and control traffic quality.

Enhancements to the LookSmart AdCenter platform include:

-- Day Parting -- advertisers can target the right message at the right time by scheduling campaigns to run at specific times of day and days of the week

-- Easy Price Adjustments -- advertisers can save time and effort by adjusting bid prices and reserve amounts on millions of keywords and thousands of campaigns at once

-- Negative Keyword Management -- advertisers can decrease campaign administration time by applying keywords at the campaign level

"We work hard to provide the very best search advertising platform and tools so advertisers can make smart choices and maximize ROI," said Ted West, chief executive officer and president of LookSmart. "Our proven platform makes it easy for search advertisers to properly scale and manage campaigns to reach highly qualified audiences with the right message at the right time."

LookSmart's talented account managers also can tailor "custom distribution channels" on the LookSmart advertising network that provide finer control over where advertisements appear. Selecting from among LookSmart's base of 500 million queries per day, account managers work closely with advertisers to create white-lists that specify the types of traffic they want, create black-lists to block unwanted traffic, and decide how much budget to spend on specific categories and feeds. These proven tools and techniques provide advertisers with traffic quality control on individual campaigns or hundreds of campaigns at once, using thousands or even millions of keywords. Search advertisers can further target their audience in the U.S., Canada, UK, Australia and New Zealand using the geo-targeting capability of the AdCenter, which enables them to more effectively connect with the targeted customers they seek.

#### About LookSmart

LookSmart (NASDAQ:LOOK) is a premier search advertising network and management company. A trusted provider of quality search advertising products and services to text advertisers, LookSmart offers targeted pay-per-click search and contextual advertising via its proven Search Advertising Network. For publishers seeking to create their own vertical advertising networks, LookSmart also licenses and manages its award-winning AdCenter platform. Dedicated to the quality of text advertising, LookSmart is committed to safeguarding against invalid clicks and is one of the five founding members of the IAB click measurement panel. For more information, visit [www.LookSmart.com](http://www.LookSmart.com) or call 415-348-7500.

SOURCE: LookSmart, Ltd.

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