



## **LookSmart and NetZero Extend and Enhance Winning Partnership**

### **Leading Search Infrastructure Company and the Nation's Largest Free Internet Access Provider Continue to Meet the Needs of Users and Advertisers**

SAN FRANCISCO--(BUSINESS WIRE)--Feb. 9, 2000--LookSmart (Nasdaq:LOOK), a global leader of Internet search infrastructure, and NetZero, Inc. (Nasdaq:NZRO), the nation's largest provider of free Internet access based on number of registered users, today announced that they have extended the length and scope of their strategic partnership.

As part of the 12-month agreement, LookSmart will continue to provide its search and directory services on NetZero's start page, including a collection of over 1.5 million high-quality URLs organized into more than 100,000 categories. With access to NetZero's more than 3 million registered users, the partnership enables LookSmart to reach one of the largest and fastest-growing customer bases on the Internet.

LookSmart's search and directory service reaches over 45 million people a month -- nearly 70 percent of all Internet users in the United States -- through LookSmart's partner sites.

Under the new partnership, the two companies plan to explore ways to enhance NetZero's precision targeting capabilities by combining LookSmart's strength in content targeting with NetZero's proprietary zCast technology. zCast enables NetZero to deliver highly targeted advertising to its users based on their online surfing habits as well as demographic, psychographic and geographic profiles.

"It's clear that the free ISP model is working and that NetZero is the leader in this space," said Evan Thornley, CEO of LookSmart. "LookSmart is delighted to contribute to this success by providing a high quality search experience for NetZero users and to help NetZero explore opportunities to maximize the monetization of its advertising inventory."

"The extension of this relationship demonstrates the value that LookSmart's search infrastructure provides for key partners."

"We're very excited about our renewed relationship with LookSmart, and we look forward to working together to augment and enhance our product offerings," said Mark R. Goldston, NetZero chairman and CEO.

"LookSmart has been a valuable business partner and will continue to play a key role in helping us provide a superior user experience on our start page while creating value for our advertisers."

In NetZero's ongoing effort to maintain a cutting-edge, user-friendly online environment, it will soon launch a redesigned start page that will offer NetZero users a variety of new services and features that will continue to utilize LookSmart's search and directory service.

#### **About LookSmart**

LookSmart (Nasdaq:LOOK) is a global leader of Internet search infrastructure, dedicated to helping the world find useful stuff quickly. LookSmart's search and directory service reaches over 45 million people a month -- nearly 70 percent of all Internet users in the U.S. -- through LookSmart's partner sites.

LookSmart has launched web sites for the United States, the United Kingdom, Canada, Australia, the Netherlands, Singapore, Malaysia and New Zealand; built directories for 17 countries, including, Japan, Korea, Mexico, and Brazil; and has directories for another four countries in development.

LookSmart's search solutions include a collection of over 1.5 million high quality URLs organized into more than 100,000 categories.

LookSmart currently provides its search solutions to leading Internet portals, ISPs and Web sites including The Microsoft Network, Netscape Netcenter, Time Warner Inc., Excite@Home, Sony, British Telecom, US West, AltaVista, NetZero, over 370 Internet Service Providers and 600,000 Web sites.

Through its partnership with Cox Interactive Media, LookSmart also offers one of the largest collections of quality local Web content in more than 70 U.S. markets. The company is headquartered in San Francisco and can be contacted at 415/348-7000 or visited at [www.looksmart.com](http://www.looksmart.com).

## **About NetZero**

NetZero is pioneering a new Internet service model that provides consumers with free access to the Internet while offering online advertisers an effective way to target those users. NetZero offers consumers free and unlimited nationwide Internet access, free e-mail and easy-to-use navigational tools.

The ZeroPort, a central feature of the NetZero service, is a persistent on-screen device providing users with instant "speed dial" to key sites on the Internet for functions such as shopping, auctions, music and other services. Users can even access essential features such as search, e-mail and browse without having to launch their browser.

Customized information such as stocks, news and sports can also be delivered directly to the desktop through The ZeroPort. NetZero offers advertisers unique one-to-one targeting capabilities using its proprietary zCast(TM) technology, which gives the company the ability to track users throughout their online experience.

Between its Oct. 1998 launch and early Jan. 2000, over 3 million users registered for NetZero's Internet access service. NetZero offers its service in more than 2,000 cities across the United States. More information about the company is available at [www.netzero.net](http://www.netzero.net).

This announcement may contain forward-looking statements that involve risks and uncertainties. Actual results may differ materially from the results predicted and reported results should not be considered as an indication of future performance. The potential risks and uncertainties include, among others, NetZero's unproven business model and limited operating history; the company's ability to grow its user base, generate advertising revenues and decrease telecommunications costs; the effects of competition for users and advertisers; the loss of key customers; technological problems or developments; and governmental regulation. More information about potential factors that could affect the company's business and financial results is included in the company's Form 10-Q and other filings with the Securities and Exchange Commission (<http://www.sec.gov>) including (without limitation) information under the captions "Management's Discussion and Analysis of Financial Condition and Results of Operations" and "Risk Factors."

Note to Editors: NetZero®, Defenders of the Free World(TM), the NetZero logo, zCast(TM), The ZeroPort(TM) and NZTV(TM) are trademarks of NetZero, Inc. All other names are trademarks and/or registered trademarks of their respective owners.

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