



LookSmart Names Senior Vice President of Engineering

SAN FRANCISCO--(BUSINESS WIRE)--March 2, 2000--LookSmart (Nasdaq:LOOK), a global leader of Internet search and navigation infrastructure, today announced that Richard Boulderstone, former chief technology officer for Thomson Financial Services, has been named to the newly created position of senior vice president of engineering.

Boulderstone comes to LookSmart with over 15 years of experience in technology management and software product development in both Europe and the U.S. At LookSmart, Boulderstone will lead the Company in engineering development, engineering operations, and overall technical direction. Boulderstone will also be responsible for building and maintaining the technical infrastructure required to support LookSmart's search solutions for partners.

Prior to joining LookSmart, Boulderstone was responsible for product management, product development and information systems as the CTO at Thomson Financial Services, and also managed the creation and implementation of their global product strategy. Prior to Thomson, Boulderstone was vice president of research systems development at Reed Elsevier, Inc. There he was the senior manager responsible for product development for Lexis-Nexis and development of its Web-based product strategy. Prior to Reed Elsevier, Boulderstone was senior vice president of technology for Knight-Ridder Information and was responsible for technical architecture, product development, and MIS and data center operations. Boulderstone led the conversion of Knight-Ridder from a one product (Dialog) company to a multi-product company serving the information needs of entire corporations.

"Richard brings a strong combination of technical skills along with proven managerial and operational abilities to help LookSmart continue as a global leader of Internet search infrastructure," said Evan Thornley, CEO of LookSmart. "With extensive experience in database integration and business information systems, Richard is uniquely qualified to help LookSmart capture the enormous opportunity in the online business information market. We're excited to add such an experienced technical veteran to LookSmart's management team who will help guide LookSmart from start-up mode to a mature public company."

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 U.S., the UK, Canada, Australia, the Netherlands, Singapore, Malaysia, and New Zealand, and has built directories for 25 countries, including, Japan, Korea, Mexico, and Brazil. 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.

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