



LookSmart Announces Launch of Canadian Subsidiary and Opening of New Office in the Greater Toronto Area

Company Rapidly Adding Talent to Fuel Growth Plans

SAN FRANCISCO, April 27, 2011 (GLOBE NEWSWIRE) -- LookSmart, Ltd. (Nasdaq:LOOK), an online search advertising network solutions company, today announced the launch of LookSmart Canada, Ltd., a wholly owned subsidiary. In tandem with the launch of its Canadian subsidiary, LookSmart is opening a new Operations Center in the Greater Toronto Area of Ontario. Beyond the founding team already in place, LookSmart Canada is looking to promptly round out employment at this new technology center in the key areas of technology, engineering and client services.

"We are thrilled to be expanding our reach into Canada," said LookSmart CEO Dr. Jean-Yves Dexmier. "With the wealth of exceptional engineering talent in the area, Toronto was the perfect choice for our new location. We feel the addition of an office in Canada will aid in our ongoing efforts to expand our high quality network to better serve our advertiser and publisher partners."

"We are pleased that LookSmart has chosen Ontario as the location for its new Canadian headquarters," said Sandra Pupatello, Ontario Minister of Economic Development and International Trade. "Our province is the North American leader in job creation when it comes to foreign direct investment, and one of the reasons is our highly skilled workforce. LookSmart's track record as a proven leader in the search advertising industry makes them a compelling option for our most qualified job seeking employees. I'm confident LookSmart Canada, Ltd. will find the talent they are looking for in Toronto."

About LookSmart, Ltd.

LookSmart is an online search advertising network solutions company that provides performance solutions for online search advertisers and online publishers. LookSmart offers advertisers targeted, performance based search advertising via its Advertiser Network; and an Ad Center platform for customizable private-label advertiser solutions for online publishers. LookSmart is based in San Francisco, California. For more information, visit <http://www.looksmart.com/> or call 415-348-7500.

The LookSmart, Ltd. logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=8717>

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