



LookSmart Launches Web's Largest Full Text Article Search

Company to Give Users Easy, Free Access to 3.5 Million Articles From More Than 700 Publications

SAN FRANCISCO, Nov 24, 2003 /PRNewswire-FirstCall via Comtex/ -- LookSmart (Nasdaq: LOOK; ASX: LOK), a leader in search, today announced that it has launched the Internet's largest full text article search capability, delivering access to 3.5 million articles from more than 700 publications. The new service, which replaces LookSmart's FindArticles publication database, will be available via a dedicated "Articles" tab on LookSmart.com.

All content available through the new service is free to access and read. Popular publications include Harper's Magazine, Variety, Better Homes & Gardens, Sunset, USA Today Magazine as well as numerous peer-reviewed medical journals and specialty publications. With publications dating back to 1998, much of the content is from the deep Web, and is often not available at the publication's own websites.

"With this service, people can search three uniquely useful sources of data: our directory of topic-classified web sites, our index of 1.2 billion web pages, and now, millions of quality articles," said Peter Adams, chief technology officer for LookSmart.

LookSmart also announced that it has built a number of advanced search features into the articles tab. Users may browse a magazine title by issue, search within a publication or exclude a publication from search results. "With these helpful features, users will be able to find anything from medical papers to travel profiles, and from literary journals to celebrity biographies quickly and easily," said Adams. For more on the Web's largest full-text article search capability visit LookSmart.com.

About LookSmart

LookSmart is a leading provider of Internet search solutions and is the global leader in paid search inclusion. Combining award-winning technology, editorial expertise, and community-based initiatives, LookSmart provides users worldwide with highly relevant search results, while delivering targeted sales leads to online businesses. LookSmart paid inclusion and auction-based keyword search results are distributed through top portals and ISPs including Lycos, Road Runner, InfoSpace, CNET, Cox Interactive Media and search services such as Inktomi. LookSmart is based in San Francisco, California, with offices in New York, Los Angeles, Detroit, Montreal, London, Tokyo, Melbourne and Sydney. For more information, visit www.LookSmart.com.

CONTACT: Michael Prichinello of RLM Public Relations, Inc., +1-212-741-5106, ext. 14, or michael@rlmPR.com, for LookSmart, Ltd.

SOURCE LookSmart, Ltd.

Michael Prichinello of RLM Public Relations, Inc.,
+1-212-741-5106, ext. 14, or michael@rlmPR.com, for LookSmart, Ltd.

<http://www.prnewswire.com>

Copyright (C) 2003 PR Newswire. All rights reserved.

News Provided by COMTEX