



LookSmart Named Exclusive Search Infrastructure Provider to Prodigy; Three-Year Agreement Worth Tens of Millions per Annum

SAN FRANCISCO--(BUSINESS WIRE)--March 1, 2000--LookSmart (Nasdaq:LOOK), a global leader of Internet search infrastructure, today announced an agreement for LookSmart to syndicate its narrowband and broadband directory to Prodigy's 1.5 million Internet subscribers.

The deal will further expand the LookSmart network, which reaches over 45 million unique users a month in the U.S.

As part of the three-year agreement, LookSmart will provide search and directory services for Prodigy, including a collection of 1.5 million high-quality URLs organized into 100,000 categories. With access to Prodigy's subscribers, the partnership extends LookSmart's reach with the addition of one of the largest and fastest growing ISPs.

Prodigy's subscriber base is expected to climb to more than 2.4 million members when their pending transactions are completed with SBC Communications (NYSE:SBC), which includes Pacific Bell and Ameritech, and with Flashnet Communications (Nasdaq:FLAS).

"It is a win-win all around," said David Trachtenberg, president and COO of Prodigy. "Our members get an easy and effective search engine within a consistent Prodigy-branded environment. With LookSmart's unparalleled ability to monetize search and directory, we share in this huge revenue potential of our large and growing customer base. We are delighted to partner with LookSmart, the industry leader in high quality, high revenue, search infrastructure."

"We're excited to have won this long-term partnership with Prodigy and look forward to unlocking the huge revenue potential of their growing member base," said Evan Thornley, CEO of LookSmart. "Prodigy alone extends the reach of LookSmart's network with its 1.5 million subscribers. And with Prodigy poised to run the consumer ISP services for SBC, Pac Bell, Ameritech, and FlashNet, that member base shoots over 2.4 million members. At that point, this deal represents tens of millions of revenue to LookSmart."

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.

About Prodigy Communications Corporation (www.prodigy.com)

Prodigy Communications Corporation is a leading Internet service provider delivering fast and reliable Internet access and user-friendly Internet-based products, services and information resources.

Prodigy utilizes a nationwide network covering more than 750 cities in all 50 states allowing 90% of the United States population to access Prodigy's Internet services with a local telephone call. Prodigy tailors its services and technology to three fast-growing Internet markets: consumers, small-business owners and the U.S. Hispanic population.

Prodigy Biz Corporation, the third largest small business Web hosting company in the U.S., offers a powerful suite of specially-designed Internet products and services for small businesses. Prodigy® en español, the first-ever, fully-bilingual Internet service, is a 100% Spanish-language Internet service created for the nation's Spanish-speaking population.

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