LookSmart to Report Third Quarter Results Thursday, October 24, 2002

SAN FRANCISCO, Oct. 8 /PRNewswire-FirstCall/ -- LookSmart (Nasdaq: LOOK, ASX: LOK), a global leader in search marketing, will report third quarter financial results on Thursday, October 24, 2002, after the market close. LookSmart will host a conference call at 6:00 p.m. ET (8:00 a.m. Australian ET, October 25, 2002) to discuss the results.

To listen to the call from the U.S., dial 1-800-257-6607; from Australia, dial 1-800-730-220. A replay of the call will be available until Monday, October 28, 2002, 11:59 p.m. PT. To access the replay from the U.S., dial 1-800-405-2236 and enter passcode 502700#; from outside the U.S., dial 1-303-590-3000 and enter passcode 502700#.

The call will also be available live by webcast on LookSmart's Investor Relations Web site at http://www.shareholder.com/looksmart/. For more information about the conference call, please contact Investor Relations at 415-348-7000 or investor@looksmart.net.

About LookSmart

LookSmart helps businesses of all sizes harness the power of search marketing to generate cost-effective sales leads. LookSmart search listings enable businesses to reach 77 percent* or nearly four out of five U.S. Internet users, through top portals and ISPs including Microsoft's MSN, About.com, AltaVista, Netscape Netcenter, CNN.com, Road Runner, Cox Interactive Media, InfoSpace (Excite, Dogpile, MetaCrawler, WebCrawler), CNET's Search.com and search services such as Inktomi. BTLookSmart, LookSmart's joint venture with British Telecom, provides search marketing solutions in the U.K. and Japan. LookSmart is based in San Francisco, California, with offices in New York, Los Angeles, Detroit, Montreal, London, Melbourne and Sydney. For more information, please visit www.LookSmart.com

- Media Metrix, June 2002 Digital Media Audience Ratings

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