



LookSmart Hires Former Clorox Brand Manager to Lead Consumer Charge

Derek Malmquist Joins LookSmart Team as VP Brand Marketing

San Francisco, CA - April 28, 1999 - LookSmartSM, the Internet's largest directory of quality Web sites, today announced the addition of Derek Malmquist as vice president of brand marketing. Mr. Malmquist is charged with building the LookSmart brand name among consumers nationwide, focusing on new Internet users. The cornerstone of this branding effort will be a multi-million dollar national consumer advertising campaign that will launch later this year, encompassing print, broadcast and online media.

"Derek is uniquely qualified to head our brand marketing team. With more than more than 12 years of experience in consumer and brand marketing geared toward household decision makers, his extensive knowledge will be essential in reaching the newest wave of online users -- women and families," said Evan Thornley, CEO co-founder of LookSmart.

Most recently, Mr. Malmquist was group marketing manager of The Clorox Company, whose laundry additives, insecticides and home cleaning products are sold in more than 80 countries. Prior to this role, Mr. Malmquist was the brand manager for Clorox Bleach. Derek began his consumer marketing career at Bates Worldwide Advertising where he was instrumental on the Miller Lite, Suave Shampoo and Wendy's accounts. He holds a bachelor of arts degree from Harvard College, a master of philosophy from University of Cambridge, England and an MBA from Harvard Business School.

About LookSmart

LookSmart, a leading Web directory and search tool, creates and maintains the largest editorially reviewed directory of content on the World Wide Web. LookSmart's directory is distributed through multiple channels, including a global network of ISPs, major Web sites, portals and viral marketing. Through its partnership with Cox Interactive Media, LookSmart also offers the largest collection of quality local Web content in more than 65 U.S. markets. The company is headquartered in San Francisco and can be contacted at (415) 597-4850. To see why more and more partners, advertisers, and consumers are turning to LookSmart, visit them at www.looksmart.com