



LookSmart Executive Gill Brown to Speak at Affiliate Summit West

LAS VEGAS, Jan. 6, 2011 (GLOBE NEWSWIRE) -- [LookSmart, Ltd.](#) (Nasdaq:LOOK), an online search advertising solutions company, today announced that Gill Brown, Vice President of Advertising Network Sales for LookSmart, will present on advanced paid search strategies at the upcoming [Affiliate Summit West](#) conference, taking place January 9-11, 2011 at the Wynn in Las Vegas.

Affiliate Summit West is the premier affiliate marketing conference, bringing together merchants, vendors and networks at a three-day event to discuss the latest trends in affiliate marketing, including the use of search marketing and social media to boost affiliate efforts.

During "[Uncovering Advanced Paid Search Strategies.](#)" Gill Brown will bring to light the value of expanding campaigns onto search advertising networks and will provide attendees with a checklist of qualities advertisers should look for when vetting new search partners.

What: "[Uncovering Advanced Paid Search Strategies.](#)" an upcoming presentation featured at Affiliate Summit West.

Who: Gill Brown, Vice President of Advertising Network Sales, LookSmart Ltd.

When: Tuesday January 11, 2011 from 11:30 a.m. — 12:30 p.m. PT

Where: Mouton 1, [Wynn Las Vegas](#)

About Gill Brown:

Gill Brown joined LookSmart in February of 2009 as Vice President, Advertising Sales and Services. He brings over 17 years of advertising sales and sales management experience to LookSmart from radio, print, and the online space, 9 of those years in paid search. Gill currently leads LookSmart's Sales group, and is directly responsible for LookSmart's revenue development and customer service. Prior to joining LookSmart, Gill most recently served as the Vice President of Sales, West for Tribal Fusion. From 2000 to 2007, Brown was a Director of Sales at GoTo.com, Overture Services, and Yahoo! Search Marketing where he evangelized the paid-search advertising model, and built the company's Northwest Regional Search Sales operation. Before joining GoTo.com, Gill has held senior sales, and sales leadership positions with Deja.com, CMP Media, and three Northern California Radio Stations.

About LookSmart:

LookSmart is an online search advertising network solutions company that provides performance solutions for online search advertisers and online publishers. LookSmart offers advertisers targeted, pay-per-click (PPC) search advertising via its Advertiser Network, and an AdCenter 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.

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