



LookSmart Chosen by Go2Net Network to be Premier Directory Provider

LookSmart to be Primary Web Directory On Go2Net.com and to Build Custom Vertical Directories for Silicon Investor and HyperMart

SAN FRANCISCO--(BUSINESS WIRE)--March 23, 2000--LookSmart (Nasdaq:LOOK), a global leader of Internet search infrastructure, today announced an agreement with Go2Net (Nasdaq:GNET), one of the Internet's leading networks, in which LookSmart will provide its global and customized directory services for several of the Go2Net Network's most popular sites, including Go2Net.com, Silicon Investor, HyperMart, MetaCrawler, and Dogpile.

LookSmart will become the primary provider of global directory services for the Go2Net.com portal site, offering Go2Net users a collection of 1.5 million high quality URLs organized into more than 100,000 categories. LookSmart will also create customized directories for Go2Net's popular vertical portal sites, Silicon Investor and HyperMart. Users on Silicon Investor and Hypermart will have access to tailored directories on personal finance and small business/business-to-business web sites.

"We're pleased to be working with LookSmart to provide users of the Go2Net Network with a superior set of broad and deep directory categories," said Russell C. Horowitz, Go2Net's chairman and chief executive officer. "LookSmart's ability to build custom vertical directories for our vertical portal sites is strategic to our business and will be of significant value to our users."

"The Go2Net Network has rapidly become one of the Internet's most popular destinations, and we're pleased to extend our directories to Go2Net's growing user base," said Evan Thornley, CEO of LookSmart. "LookSmart's custom directory services are a natural fit for Go2Net, which has established many of the Internet's best-known vertical destinations, such as Silicon Investor in the personal finance category and HyperMart in the small business and business-to-business sector. LookSmart is proud to provide leading sites with high-quality search and directory solutions, and to collaborate on the monetization of their traffic."

In addition, LookSmart will be prominently integrated into Go2Net's industry-leading metasearch services, Dogpile and MetaCrawler. MetaCrawler and Dogpile are the Internet's two largest metasearch services, with more than 65 percent of all metasearching activity on the Internet taking place on the two Go2Net sites. Under terms of the two-year agreement, LookSmart will sell the advertising on the co-branded directory pages and will pay Go2Net fees based on the amount of traffic generated.

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 navigation 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 provides its search solutions to leading Internet portals, ISPs and Web sites including The Microsoft Network, Netscape Netcenter, Time Warner Inc., Excite@Home, Sony, BT, Road Runner, Prodigy, US West, AltaVista, NetZero, over 370 Internet Service Providers and 600,000 web sites. LookSmart has built web directories for 25 countries, including the U.S., U.K., Canada, Australia, 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. Through its partnership with Cox Interactive Media, LookSmart also offers one of the largest collection of quality local Web content in more than 70 US markets. The company is headquartered in San Francisco and can be contacted at 415/348-7000 or visited at www.looksmart.com.

About Go2Net

Go2Net (<http://www.go2net.com>) is one of the Internet's leading networks, providing consumer services, business services, and enabling services. The company offers through the World Wide Web a network of branded properties and aggregated content in the categories of search and directory, personal finance, multi-player games, small business services and e-commerce solutions. The company also develops Internet technologies for its own network and for license to strategic partners. The Go2Net Network is home to many of the Internet's leading vertical destinations, including MetaCrawler, Silicon Investor, the HyperMart Network, PlaySite, and Dogpile.

Forward-Looking Statements

This press release contains forward-looking statements based on our current expectations and projections about our industry, our management's beliefs and assumptions made by us. Words such as "expects," "intends," "plans," "believes," "may," "will" and variations of these words or similar expressions are intended to identify forward-looking statements. In addition, any statements that refer to expectations, projections or other characterizations of future events or circumstances, including any

underlying assumptions, are forward-looking statements. These statements are not guarantees of future performance and are subject to risks and uncertainties. Our actual results could differ from those expressed in these forward-looking statements including our potential inability to create custom directories for the Go2Net Network of sites; the possibility that Go2Net users will not utilize our custom directory services; our potential failure to establish an effective working relationship with Go2Net and other partners; our potential inability to aggregate a large amount of Internet traffic from the Go2Net network sites and monetize that traffic through advertising and other revenue streams; and other risks outlined in our annual report on Form 10-K and quarterly reports on Form 10-Q filed with the Securities and Exchange Commission.

CONTACT: LookSmart
Liz Connaghan, 415/348-7185
lconnaghan@looksmart.net