



## LookSmart Announces Launch of Custom Search Services for Time Warner Properties

SAN FRANCISCO--(BUSINESS WIRE)--March 2, 2000-- CNN.com, CNNfn.com and CNNSI.com to integrate LookSmart's Search and Directory Service

LookSmart (Nasdaq:LOOK), a global leader of Internet search infrastructure, today announced that LookSmart's search and directory service has been integrated into three of Time Warner's Web properties: CNN.com, CNNfn.com and CNNSI.com.

The sites are the first of six Time Warner properties to blend custom versions of LookSmart's search and directory service into the context of each site. With the addition of Time Warner's web properties, LookSmart's search service reaches over 45 million people a month -- nearly 70 percent of all Internet users in the U.S. --through sites utilizing LookSmart's services.

"The integration of LookSmart's high-quality search solution into Time Warner's leading Web sites further demonstrates LookSmart's leadership position as an Internet search infrastructure provider," said Evan Thornley, CEO of LookSmart. "As LookSmart continues to help companies meet the fundamental need of providing Internet search capabilities for its users, we're able to help them monetize the large volume of traffic to their sites and expand the reach of LookSmart's network."

In December, LookSmart and Time Warner announced their agreement for LookSmart to syndicate its search and directory service across certain Time Warner Web properties, including CNN.com, CNNfn.com, CNNSI.com, warnerbros.com (Warner Bros.), Entertaimdom.com and EW.com (Entertainment Weekly). These Time Warner properties reach more than 13 million users per month in the U.S. according to Media Metrix, adding to LookSmart's already established massive reach on the Internet. The two companies will continue to work together to roll out each of these sites and implement the highly integrated custom search solution throughout the year.

### 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 sites utilizing LookSmart's services. LookSmart has launched web sites in the U.S., the UK, Canada, Australia, the Netherlands, Singapore, Malaysia, and New Zealand, and built directories in 17 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, Time Warner Inc., Excite@Home, Sony, British Telecom, US West, AltaVista, Netscape Netcenter, NetZero, over 370 Internet Service Providers, and 600,000 Web affiliates.

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](http://www.looksmart.com).

### About Time Warner

Time Warner Inc. (NYSE:TWX) ([www.timewarner.com](http://www.timewarner.com)) is the world's leading media company. Its businesses include cable networks, publishing, music, filmed entertainment, cable, and digital media.

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