



LookSmart Chooses Fast Search & Transfer as Its Strategic Search Software Provider

FAST to power the LookSmart Directory

San Francisco and Westboro, MA, October 25, 1999 - LookSmart (Nasdaq: LOOK), a leading Web directory and search service (www.looksmart.com), and Fast Search & Transfer (FAST), an industry leader in Web search technology (www.fast.no), today announced the integration of FAST's search engine software into the LookSmart Web directory. The comprehensive nature of LookSmart, combined with the speed and relevancy of the FAST Search, will help improve the quality of LookSmart users' search experience.

"LookSmart's licensing of FAST Search further extends our dedication to adopting cutting-edge technology and offering our customers the best available online experience," said Tracey Ellery, president and co-founder of LookSmart. "Our Directory is the most important piece of our business, and we found that FAST Search could be easily tuned to deliver fast, fresh, and highly relevant search results from the LookSmart directory."

FAST's technology will power the search results delivered to queries from the directory, replacing an in-house solution LookSmart has used since its inception four years ago. The FAST Search technology will be made available to LookSmart users in the first quarter of next year.

"LookSmart is one of the fastest growing major portals on the Internet, and after working closely with them on the Directory Search evaluation, we can see why," said David M. Burns, president and CEO of Fast Search & Transfer, Inc. "Their directory of over one million editorially reviewed sites delivers a highly rewarding search experience to both category and keyword searchers. By integrating FAST Search technology with its directory, LookSmart has ensured that it will deliver the best possible search results to its users."

About LookSmart

LookSmart (Nasdaq: LOOK), a leading Web directory and search service, creates and maintains one of the largest editorially reviewed directories 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 one of the largest collections 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.

About Fast Search & Transfer ASA

Fast Search & Transfer ASA (FAST) develops and markets advanced and innovative search, real-time filtering, and multimedia solutions for the Internet and corporate markets. The company performs research and development out of its corporate headquarters in Oslo, Norway, and in Trondheim, Norway, while sales, marketing, customer support, field engineering, and operations are run from the US headquarters in Boston, MA, and the San Francisco, CA, office. FAST's fully scalable cost-efficient search and filtering software and hardware ranges from highly specialized and targeted search engines to generic technology solutions for large corporations and Internet content providers. The products include the world's largest search engines for structured and non-structured text, high-capacity real-time content filters for instant personalized information delivery, and high-quality multimedia solutions. FAST is traded on the OTC market in Oslo, Norway. For more information about FAST, visit <http://www.fast.no>.