



LookSmart Unveils New Corporate Presence with Web Site

SAN FRANCISCO, Oct 22, 2007 (BUSINESS WIRE) -- LookSmart, Ltd. (NASDAQ:LOOK), released a new corporate web site to reinforce its two major lines of business: premium and performance advertising solutions for advertisers and publishers. The new website replaces the former consumer-focused search engine with a concise presentation of the company's focus on the LookSmart Advertising Networks and white label Publisher Solutions.

"LookSmart Advertising Networks provide the highest levels of service in the industry," said Jonathan Ewert, General Manager of Advertising Networks. "The site clearly articulates the signature optimization and service capabilities that we provide to thousands of text and display advertisers every day. The service and results we provide these advertisers distinguishes LookSmart in a competitive marketplace."

LookSmart's Publisher Services team also got a chance to detail the benefits of its AdCenter - a breakthrough in white label ad serving technology giving publishers the power to command and control their advertising revenue.

"The new LookSmart website simplifies our message to the business community," said Ari Kaufman, General Manager of Publisher Solutions and sponsor of the website redesign. "The two-door portal approach is intuitive to both the advertiser and publisher audiences, presenting our services concisely. Prospective customers can easily do business with us and navigate their way to the right information and contacts without the noise and confusion of our former consumer-focused web site."

About LookSmart, Ltd.

LookSmart is an online advertising and technology company that provides premium and performance solutions for advertisers, publishers, and consumers. LookSmart is based in San Francisco, California. For more information, visit www.looksmart.com or call 415-348-7000.

Forward-Looking Statements

This press release contains forward-looking statements, such as references to growth in use of and demand for our products, customer acceptance of our products and our business prospects. These statements, including their underlying assumptions, are subject to risks and uncertainties and are not guarantees of future performance. Results may differ due to various factors such as the possibility that we may be unable to gain or maintain customer acceptance of our Furl.net for Publishers solutions or other products, that existing and potential customers for our products may opt to work with, or favor the products of, others due to more favorable products or pricing terms, limitations on or our inability to retain and grow our ad and customer base, and limitations on or our inability to enhance our products. In addition, you should read the risk factors detailed in our Quarterly Report on Form 10-Q for the quarter ended June 30, 2007 and our Annual Report on Form 10-K for the year ended December 31, 2006, filed with the Securities and Exchange Commission.

The statements presented in this press release speak only as of the date of the release. Also, please note that except as required by applicable law we undertake no obligation to revise or publicly update any forward-looking statements for any reason.

SOURCE: LookSmart, Ltd.

LookSmart, Ltd.
Ted West, Chairman and Interim CEO
415-348-7500
twest@looksmart.net

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