



PriceGrabber.com Distributes Comparison Shopping Links on Major Portals Using LookSmart Subsite Listings

SAN FRANCISCO, May 9 /PRNewswire/ -- LookSmart (Nasdaq: LOOK; ASX: LOK), today announced that PriceGrabber.com, a leading comparison-shopping site, will use LookSmart Subsite Listings to promote products and product categories on PriceGrabber.com. Subsite Listings are a new marketing tool that generate highly qualified leads for businesses like PriceGrabber.com by providing paths to commerce areas deep within their Web site, directly from the search results pages of major portals and ISPs including Microsoft's MSN, Excite, Alta Vista and iWon.

"We are very pleased to have our search terms included in search results on major portals," said Tamim Mourad, CEO of PriceGrabber. "Subsite Listings put our merchants' products in front of people who are actively searching the Web. These listings mean that the search results they receive are relevant and useful."

For example, online shoppers searching for plasma televisions on MSN or other LookSmart partner sites will find comparison pricing for this product available at PriceGrabber displayed as part of their search results. When clicked, the link will take the shopper directly to the corresponding page within PriceGrabber.com where they can find products, product specifications and comparison pricing information.

"The ability for a business like PriceGrabber to mirror virtually their entire inventory within the search results on the major portals illustrates the value of Subsite Listings," said Dakota Sullivan, vice president of marketing for LookSmart. "Search Inclusion products, like Subsite Listings, are a natural choice for businesses that need to reach large numbers of prospects at the moment of decision."

LookSmart Subsite Listings are already generating highly qualified leads for online direct marketers including Amazon, eBay, Gap, VerticalNet, Banana Republic, REI, Barnes & Noble, Old Navy, Eddie Bauer, and Spiegel.

About PriceGrabber

PriceGrabber, named as one of ZDNet's Top 10 Best Practices Web Sites, is a pioneer in online shopping comparison. The company's web site is the starting point for savvy shoppers who value their time, money and privacy. PriceGrabber's unique services include BottomLinePrice calculation, detailed product information, email notification of the best prices on the Internet, side-by-side product comparisons, expert and consumer reviews, and wireless access from WAP-enabled phones and other devices, making PriceGrabber a valuable ally for any shopper. The company offers price comparison in English (at www.pricegrabber.com), Spanish (at www.preciomania.com) and Portuguese (at www.precomania.com). PriceGrabber is headquartered in Los Angeles, California.

About LookSmart

LookSmart helps more than 35,000 businesses harness the power of Internet search to generate qualified leads. As the global leader in building, distributing and monetizing Web directories, LookSmart databases are searched 60 million times a day, through five of the top 10 portals, five of the top 10 ISPs and hundreds of additional ISP and media partners worldwide. LookSmart's distribution network reaches 82 percent, or more than four out of five U.S. Internet users, through Microsoft's MSN, Excite@Home, Alta Vista, iWon, Netscape Netcenter, Inktomi, Time Warner, Prodigy, Juno, CNN, Road Runner, Cox Interactive Media, InfoSpace, and Qwest. BTLookSmart, LookSmart's joint venture with BT, deploys LookSmart wireless and Web directory solutions for ISPs, portals and mobile Internet businesses across Europe and Asia-Pacific. LookSmart is headquartered in San Francisco and can be contacted at 415-348-7000.

Forward-Looking Statements

This press release contains forward-looking statements based on our current expectations about our industry and our management's assumptions. Actual results could differ for various reasons, such as; the possibility that Subsite Listings will not be utilized by Internet end-users at projected rates; or our potential inability to generate sufficient listings and advertising revenue to reach profitability when planned; 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.

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