



LookSmart Promotes Advertising Networks and Platforms Executives

SAN FRANCISCO, Nov 03, 2008 (BUSINESS WIRE) -- LookSmart, Ltd. (NASDAQ:LOOK), the search advertising network and management company, today announced the promotion of Jonathan Ewert to Senior Vice President and General Manager, Advertising Networks with additional responsibility for developing new businesses in vertical managed networks. Ewert had served as the company's General Manager, Advertising Networks since September 2007. The company also announced the promotion of responsibility for its AdCenter platform license business to Michael Schoen, Vice President and General Manager, Advertising Platforms. Schoen had served as LookSmart's Vice President, Product since September 2007.

"We are very pleased to promote Jonathan Ewert to Senior Vice President and to promote Michael Schoen to general management responsibilities," commented Ted West, President and Chief Executive Officer. "Jonathan has demonstrated a tremendous record of leadership of our Advertiser Networks, and I am confident that his industry background and business development skills will serve LookSmart well as we seek to grow our existing network and create additional vertical managed networks in partnership with leading publishers. Michael has successfully managed the company's relationship and growth with IAC's Ask Sponsored Listings. We are pleased to recognize this, and we expect that Michael will build on that success with other platform license customers."

About LookSmart, Ltd.

LookSmart (NASDAQ:LOOK) is a premier search advertising network and management company. A trusted provider of quality search advertising products and services to text advertisers, LookSmart offers targeted pay-per-click search and contextual advertising via its proven Search Advertising Network. For publishers seeking to create their own vertical advertising networks, LookSmart also licenses and manages its award-winning AdCenter platform. Dedicated to the quality of text advertising, LookSmart is one of the five founding members of the IAB Click Measurement Panel. For more information call 415-348-7500.

Forward-Looking Statements

This press release contains forward-looking statements, such as references to 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 publisher solutions or ad backfill 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 September 30, 2007 and our Annual Report on Form 10-K for the year ended December 31, 2007, filed with the Securities and Exchange Commission.

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

NOTE: "LookSmart" is a trademark of LookSmart, Ltd., and/or its subsidiaries in the U.S. and other countries. All other trademarks mentioned are the property of their respective owners.

SOURCE: LookSmart, Ltd.

LookSmart, Ltd.

Ted West, 415-348-7500

Chief Executive Officer and President

twest@looksmart.net

Steve Markowski, 415-348-7206

Chief Financial Officer

smarkowski@looksmart.net

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