LookSmart Ranks 11th Among Most Visited Web Properties

Ten Million Unique Users on LookSmart in July

San Francisco, Calif. - August 23, 1999 - LookSmart, Ltd. (Nasdaq: LOOK), a leading Web directory and search tool, today announced that it is ranked 11th among the Top 50 Digital Media/Web Properties, as listed by Media Metrix based on the number of unique users that visited LookSmart in July 1999.

"Only six months ago LookSmart was ranked 24th ," said Evan Thornley, co-founder and CEO of LookSmart. "This increase to 10,057,000 users reflects the effectiveness of our editorial strategy to provide the highest quality product. We are exceptionally proud that this growth has been accomplished prior to the launch of our consumer advertising campaign, which begins early fall '99."

The top 20 Digital Media/Web Properties according to Media Metrix:

Rank	Digital Media/Web Properties	Unique Visitors (000)
1.	AOL Network (NYSE: AOL)	53,423
2.	Yahoo Sites (Nasdaq: YHOO)	38,906
3.	Microsoft Sites (Nasdaq: MSFT)	34,681
4.	Lycos (Nasdaq: LCOS)	30,218
5.	Go Network	21,071
6.	The Excite Network (Nasdaq: ATHM)	16,408
7.	Time Warner Online	13,060
8.	Amazon (Nasdaq: AMZN)	12,389
9.	Go2Net Network	11,220
10.	AltaVista Sites	10,393
11.	LookSmart (Nasdaq: LOOK)	10,057
12.	Bluemountainarts.com	9,841
13.	RealSite Portfolio	9,033
14.	Snap Sites	8,782
15.	Ebay (Nasdaq: EBAY)	8,746
16.	Xoom.com Sites (Nasdaq: XMCM)	8,705
17.	About.com Sites (Nasdaq: BOUT)	8,265
18.	CNET (Nasdaq: CNET)	8,227
19.	ZDNet Sites	7,982
20.	Goto.com (Nasdaq: GOTO)	7,349

LookSmart's directory contains over 800,000 unique URL's in more than 60,000 categories organized in an easy-to-navigate format, organized and maintained by 180 professional editors. LookSmart.com features enhanced vertical content channels such as LookSmart Money, a complete finance service that users can personalize offering up-to-date financial news and stock quotes as well as individual portfolio tracking. Additionally, LookSmart Radio -- The talk of the Internet is a daily online Talk show that is also nationally syndicated in more than 60 on air markets. Celebrity guests, musicians, authors, and stock market watchers discuss the day's online and worldwide issues in a lively interactive forum.

About LookSmart
LookSmart, a leading Web directory and search tool, 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.