



LookSmart Expands its International Presence with New Hire

Tim Pethick Joins LookSmart Team as CEO Australia and VP International

San Francisco, CA - April 22, 1999 - LookSmartSM, the Internet's largest directory of quality Web sites, today announced the addition of Tim Pethick as chief executive officer of LookSmart Australia and vice president of LookSmart International. Tim is charged with managing the company's international growth and expansion. He will be based out of LookSmart's offices in Melbourne, Australia.

"Tim's vast knowledge and professional experience throughout the UK and Australia is an instrumental addition to our team," said Evan Thornley, CEO and co-founder of LookSmart. "This change in management responsibilities will allow us to devote the necessary attention to our growing business both in the United States and internationally in support of LookSmart's global vision."

Tim Pethick joins LookSmart with experience in international marketing and business development. Most recently, he was general manager of sales and marketing at Encyclopaedia Britannica, Inc. in North America. Prior to this, Mr. Pethick was the chief executive of Encyclopaedia Britannica in the UK and Australia. Mr. Pethick was marketing director of the Microsoft Network (msn) in Australia and held general management and marketing roles with the Lend Lease Group, The Frontline Agency, and Village Roadshow in Australia. He holds a bachelor of commerce degree from the University of New South Wales, a master of economics from Macquarie University in Sydney, Australia and an MBA from Deakin University in Melbourne, Australia.

About LookSmart

LookSmart, a leading Web directory and search tool, creates and maintains the largest editorially reviewed directory 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 the largest collection 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. To see why more and more partners, advertisers, and consumers are turning to LookSmart, visit them at www.looksmart.com