



## **LookSmart Ranked #1 in Network Reach by Jupiter Media Metrix**

### **LookSmart's Network Reach of 76.7 Percent Tops Microsoft With 74.8 Percent And the GoTo Network With 70 Percent Reach, Demonstrating Rapid Industry Adoption of Outsourced Search Listings**

SAN FRANCISCO, Jul 16, 2001 /PRNewswire/ -- LookSmart (Nasdaq: LOOK; ASX: LOK), the global leader in Web directories, has announced that its search listings network has the largest reach of any online advertising network, according to Jupiter Media Metrix. The June 2001 Media Metrix Digital Media Audience Ratings show that the LookSmart Network reaches 76.7 percent of U.S. Internet users, topping Microsoft with a 74.8 percent reach, the GoTo Premier Network with 70 percent, the Link Exchange Network with 58.5 percent, and 24/7 Media with 51 percent. The DoubleClick Network was seventh with a 46.4 percent reach. This is the first appearance in the Media Metrix Network ranking for LookSmart, whose partner network features MSN, Excite, AltaVista, iWon, AOL Time Warner, Qwest, Prodigy, Juno, Go2Net, Mamma.com, and Inktomi and its entire distribution network, which includes more of the top portals.

"Two of the top three advertising networks are really search listing networks," said Jason Kellerman, chief operating officer for LookSmart. "This ranking validates the strategic decision we announced in January to concentrate on the large, emerging listings opportunity." Current revenue growth for the top search listings providers is more than 200 percent per year\*.

"Reach is an important component of the value we deliver to our search listings customers," said Jim Kaufman, senior vice president of business development for LookSmart. "We are pleased to have the leading network reach. Now our focus is on growing the distribution of LookSmart products through this network and delivering a high volume of qualified leads that medium and large direct marketers have told us they need."

#### **About Jupiter Media**

Jupiter Media Metrix is the global leader in Internet and new technology analysis and measurement. The company delivers innovative and comprehensive Internet measurement, analysis, intelligence and events to provide businesses with unmatched global resources for understanding and profiting from the Internet. Jupiter Media Metrix brings together world-class, innovative and market-leading products, services, research methodologies and people. Jupiter Media Metrix brands include Media Metrix, AdRelevance, Jupiter Research and Jupiter Events. The Company is headquartered in New York City and operates worldwide, across the Americas, Asia Pacific, Europe (as Jupiter MMXI Europe), and the Middle East. Visit us at [www.jmm.com](http://www.jmm.com) for more information.

#### **About LookSmart**

LookSmart helps more than 40,000 businesses harness the power of Internet search to generate qualified leads. As the global leader in Web directories, LookSmart search listings reach 77 percent\*\* of Internet users in the US, through 5 of the top 10 portals, 5 of the top 10 ISPs, and hundreds of additional ISP and media partners worldwide. LookSmart's distribution partners include Microsoft's MSN, Excite@Home, AltaVista, iWon, Netscape Netcenter, Inktomi, AOL 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 the Asia-Pacific.

\*Based on published revenue reports from LookSmart, FindWhat.com, and GoTo for the first quarter of 2001

\*\* Media Metrix June 2001 Digital Media Audience Ratings

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