



## **@Home Selects LookSmart as Premier Internet Directory Partner**

San Francisco, CA, December 15, 1997 - LookSmart Limited, an Internet publishing company providing World Wide Web navigation services to hundreds of thousands each day, has been selected by @Home to be the web directory for its users. The two year agreement provides @Home Network, the high velocity Internet service that operates hundreds of times faster than modem-based services, with the entire LookSmart directory, which includes over 16,500 subject categories.

"We chose LookSmart because of their easy to use, category driven database," said Charles Moldow, @Home Network Vice President of @Media Development. "Not only does LookSmart have an interface that makes searching efficient, but the hundreds of thousands of sites have each been individually reviewed by LookSmart's extensive editorial staff."

Users entering @Home's search channel will gain immediate access to all of the categories and extensive web site listings found in the LookSmart directory. In addition to enhancing @Home's basic searching functions, @Home's new "How Do I..." wizards will work in tandem with LookSmart's directory. The wizards appear throughout LookSmart's categories, offering relevant online guidance to users for mastering common tasks such as finding recipes, locating movie times, or tracking packages.

"This partnership is a good combination of two companies concentrating on bringing the Internet to the mass market," said Evan Thornley, CEO and co-founder of LookSmart. "@Home is simply the best way to get access at home. With their unprecedented high speed access, it's the most expedient way to surf and we are proud that this agreement, this support of our product--comes from a leader so highly valued in its market space."

As a result of its breakthrough integrated product offering and cable industry partnerships, @Home Network has become widely regarded as a premier provider of Internet cable modem services. LookSmart's entrance into the cable space strategically positions the navigation service to participate in this rapidly growing market.

### **About LookSmart**

LookSmart Limited, an Internet publishing company providing navigation services on the World Wide Web, is the world's largest editorially reviewed database of web content with over 16,500 categories. LookSmart's unique cascading menu interface provides users with fast, intuitive access to a wealth of online content and advertisers with highly targeted media focused on their desired audience. The company is headquartered at 600 Townsend Street, San Francisco, California, 94103. LookSmart is the premier provider of navigation services for Netscape in Australia and the UK. LookSmart can be reached by phone at 415-437-3820 or experienced at [www.looksmart.com](http://www.looksmart.com). For further information:

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