



## **LookSmart is Named Category Search Provider for N2H2's Searchopolis Portal**

### **Searchopolis features the first search engine targeting students, teachers and families**

San Francisco, CA, January 26, 1999 - LookSmart has been selected by N2H2, Inc., to bring the Internet's leading category-based Web directory to Searchopolis, the Internet's first search engine and resource portal created specifically for K-12 students, teachers and families.

Utilizing LookSmart's comprehensive database of Web site listings and N2H2's Internet filtering, Searchopolis allows users to freely search by word or by category with Fast Find, a database of hundreds of search categories from health and fitness, hobbies and interests to references and education. This site does not contain any adult or objectionable content.

"Searchopolis is a great application of LookSmart's technology," said Evan Thornley, co-founder and CEO of LookSmart. "Our category-based navigation provides convenient, useful information to students and educators--one of the fastest growing segments of the online population."

Searchopolis, found at <http://www.searchopolis.com>, also features Look Up--links to reference materials and homework assistance that includes a calculator to help solve math and science problems; Hook Up--moderated chat, games, and soon, free online email; and Today--current news, sports, movie listings, television schedules, concerts, and much more.

"N2H2 is proud to partner with LookSmart," said Peter Nickerson, founder, president and CEO of N2H2. "LookSmart's superior, hand-selected content matched with N2H2's state-of-the-art filtering system has created a search engine that should be the default choice of every educator, parent and child."

#### **About LookSmart**

LookSmart, a privately held Internet publishing company providing category-based navigation services on the World Wide Web, hosts the world's largest editorially reviewed database of Web content with 800,000 site listings in 24,000 categories. LookSmart's unique cascading menu interface provides users with fast, intuitive access to a wealth of highly relevant online content, and provides advertisers with targeted media opportunities within a higher quality editorial environment. Current LookSmart partners include AltaVista, @Home, Netscape, HotBot, IBM Internet Connection Services and more than 100 ISPs. LookSmart's "syndicated distribution" strategy, enables partners to co-brand with LookSmart's product or seamlessly blend its content into an existing interface based on its flexible technology architecture. LookSmart's competitors include Yahoo! (YHOO), Excite (XCIT), Lycos (LCOS), Infoseek (SEEK), CNet's (CNWK) Snap! and America Online (AOL). The company is headquartered at 487 Bryant St, San Francisco, CA, 94107. LookSmart is the premier provider of navigation services for Netscape in the U.S., Australia and the UK. LookSmart can be reached at (415) 597-4850 or experienced at [www.looksmart.com](http://www.looksmart.com)

#### **About N2H2**

N2H2, Inc., founded in 1995 and based in Seattle, develops and delivers Internet content management solutions to its customers in the school, consumer, corporate and international markets. Using proprietary technology and intensive human review, N2H2 has identified and categorized millions of objectionable Web sites, creating the largest database of its kind. The company's flagship Web filtering service, BessSM, currently protects over six million students in US, Canadian and UK schools. Additional information is available at [www.n2h2.com](http://www.n2h2.com), or by calling 1-800-971-2622.