



## **LookSmart Accelerates Subsite Listings Business Through Agreement with DealTime**

### **LookSmart Drives Traffic to Leading Comparison Shopping Engine by Expanding the Distribution of Its Site Links Throughout the LookSmart Network**

SAN FRANCISCO--(BUSINESS WIRE)--Oct. 25, 2000--DealTime, a leading online comparison shopping engine, is expanding its traffic and increasing its exposure on many of the biggest portals with the first online marketing product that enables Internet users to easily find and connect directly to content deep within its site. LookSmart (Nasdaq:LOOK), the global leader in Web directories, has signed an agreement with DealTime to provide Subsite Listings that will promote individual pages within DealTime's site throughout specific categories in the LookSmart directory. Launched last month, LookSmart's Subsites are already being used by more than a dozen premier e-businesses.

"Eighty-one percent of Internet users find sites through search engines," said Curt Cimei, vice president of business development at DealTime. "So, it's important for us to target potential customers by putting our message in front of consumers at the very moment they're most receptive to it."

Subsite Listings drive traffic to large e-businesses by providing direct links from the search page to content deep within the company's site. For example, business users searching for recorders or transcribers can go directly from the search page on one of LookSmart's partner sites, such as MSN, Excite or AltaVista, to the recorders and transcribers price-comparison page within the DealTime site. These listings within the LookSmart directory are distributed throughout LookSmart's partner network, which reaches 4 out of 5 U.S. Internet users.

"In an increasingly competitive marketplace, our partners recognize that the LookSmart network provides the most targeted online marketing solutions, maximizing their potential exposure," said Scott Stanford, director of strategy and development at LookSmart. "By creating directory listings for specific product categories, DealTime is increasing the likelihood that consumers searching the Internet for those items will visit their site."

LookSmart is the leader in Search Targeting. Through products like Resource Centers, Express Submit and Subsite Listings, as well as contextually-placed banners and text links, LookSmart creates targeted advertising opportunities in and around its Internet search directory, enabling companies to place messages directly within the context of what users are looking for. The result is a better search experience for the user, as well as higher click-through rates and lower customer acquisition costs for the advertiser.

#### **About LookSmart**

LookSmart is the global leader in Web directories. With 31 directories spanning 28 countries and 13 languages, LookSmart is committed to organizing the Web. LookSmart distributes its directories through a partner network that reaches more than 83% of US Internet users each month, and includes MSN, AltaVista, Netscape, Excite, iWon, Time Warner, Prodigy, Juno, Info Space, Sony, Macromedia, Road Runner, Cox Interactive Media and Qwest. BTLookSmart, LookSmart's joint venture with British Telecommunications, deploys LookSmart's wireless and web directory solutions for ISPs, portals and mobile Internet businesses in countries across Europe and Asia-Pacific.

#### **About DealTime**

DealTime, the world's leading online comparison-shopping service, is a gateway to a rich information exchange between consumers who are ready to buy and merchants who want to sell a wide variety of consumer goods and services. Through its Web site, [www.dealtime.com](http://www.dealtime.com), DealTime empowers consumers with the ability to compare models, brands, merchant types and prices from merchants across the Web. DealTime's robust, scalable technology further benefits consumers by providing highly relevant search results and the ability to deliver information through wireless devices, including web-enabled mobile phones and personal digital assistants. DealAgent, DealTime's dynamic pricing engine, empowers merchants, manufacturers and industry analysts by providing aggregated indication-of-interest data about consumer buying activity through DealTime. DealTime is a multi-national private company, venture-backed by key strategic and financial partners worldwide including America Online, Time Warner, Bank of America, Singapore Telecom and others. Visit [www.dealtime.com](http://www.dealtime.com) in the US, [www.dealtime.co.uk](http://www.dealtime.co.uk) in the United Kingdom and [www.dealtime.de](http://www.dealtime.de) in Germany.

This press release may contain forward-looking statements. Investors are cautioned that such forward-looking statements involve risks and uncertainties including, without limitation, LookSmart's ability to higher click-through rates and lower customer acquisition costs for advertisers, as well as other risk factors described in the LookSmart's prospectus filed with the SEC.

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