



LookSmart Announces New AdCenter for Publishers, New Publisher Partnerships

SAN FRANCISCO, Jul 19, 2006 (BUSINESS WIRE) -- LookSmart (NASDAQ:LOOK) (ASX:LOK), an online media and technology company, has unveiled a new version of its AdCenter for Publishers. A white-labeled technology, this platform helps publishers maintain and grow critical small and large advertiser relationships. Several additional publishers are now licensing the white label AdCenter to increase their online advertiser base and corresponding revenue, including Active Athlete Media, Frazoo, Krugle.com, Mainstream Advertising and Reed Business Information.

The AdCenter for Publishers differs from other offerings in the market by placing total control in the hands of the publisher. The platform solves a publisher's critical issue of selling to advertisers too small to justify human sales or service from a cost of sales perspective.

Built to provide flexibility and transparency, the platform has daily capping and pacing of campaigns; a new and easy to use user interface (UI); page design that promotes brand value for the publisher; and a new data warehouse that produces reports for both publishers and advertisers, including hourly billable revenue.

"The next iteration of ad sales in this high growth medium will be publishers wanting to own and control all size of advertiser customers, so they can sell them additional products and maximize pricing," said Bryan Everett, LookSmart's senior vice president of sales and operations. "Moreover, we have developed reports and management capabilities that can easily be configured for any publisher's situation. Publishers pay a small revenue share to LookSmart and then control their own destiny with all sizes of advertiser. This open attitude is something we've been working toward over the past year."

A key benefit of the new AdCenter for Publishers is the open API, which will allow an advertiser or an agency to easily interface with the system. LookSmart has nested the API in a series of search and contextual buying tools and will continue to sell it as an easy way for the agency and advertiser community to work with many publishers through one API.

The latest AdCenter for Publishers also gives transparency into their advertising operation, improves advertisers' performance and promotes better campaign results. Advertiser-oriented platform features include a proprietary daily budgeting system that provides a much greater degree of control to advertisers; custom reports; easier ad uploading, and an improved user interface. Publisher-oriented custom reports include hourly billable click and revenue reporting by advertiser.

First launched in Spring 2005, LookSmart's AdCenter is a hosted advertising sales and service platform that allows search engines, media companies, social networking sites, retail sites, directories, ISPs and portals to manage their advertiser relationships and accounts.

LookSmart's overall publisher solution set includes content, services and technology designed to augment online audience and revenue-building efforts. The Company also licenses Furl.net, their social bookmarking and tagging tool. LookSmart's Furl.net allows for saving content and sharing of links to the content with others, thereby offering publishers one of the most effective ways to generate additional traffic and reach new visitors. All of LookSmart's publisher solutions can be packaged or individually implemented depending on the needs of the individual publisher, their advertisers and audiences.

About LookSmart

LookSmart is an online media and technology company specializing in vertical search. The company provides relevant content, advertising and technology solutions for consumers, advertisers and publishers. LookSmart's owned and operated vertical search sites are where customers look for what they need. The Company's sites and web tools offer essential search results with the ability to find, save and share articles. In addition to owned and operated properties, LookSmart's distribution network includes selected, monitored syndicated publishers and search engine partners that maximize advertiser ROI. Distribution partners include CNET's Search.com, Cox Interactive, InfoSpace (Dogpile, Webcrawler), Local.com, Simpli.com and Viacom. LookSmart offers a comprehensive and customizable set of syndicated solutions for publishers to grow their audience and advertiser relationships. Publisher solutions include Furl.net, a social bookmarking tool and a private-labeled AdCenter. LookSmart is based in San Francisco, California. For more information on LookSmart, visit <http://www.looksmart.com> or call 415-348-7500.

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Forward-Looking Statements

This press release contains forward-looking statements, such as comments about the market for our products and our business prospects. These statements, including their underlying assumptions, are subject to risks and uncertainties and are not guarantees of future performance. Results may differ due to various factors such as the possibility that we may fail to preserve our expertise in product development or that we may be unable to attain or maintain customer acceptance of our publisher services products. In addition, you should read the risk factors detailed in our Quarterly Report on Form 10-Q for the quarter ended March 31, 2006 and our Annual Report on Form 10-K for the year ended December 31, 2005, filed with the Securities and Exchange Commission.

The statements presented in this press release speak only as of the date of the release. Please note that we undertake no obligation to revise or update publicly any forward-looking statements for any reason.

SOURCE: LookSmart

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