



Spiegel Signs Subsite Listings Deal With LookSmart; Leading Cataloguer Adopts "Search Results Inclusion"

A New Marketing Tool To Reach Potential Customers Online

SAN FRANCISCO--(BUSINESS WIRE)--March 28, 2001-- LookSmart (Nasdaq:LOOK)(ASX:LOK), has signed a Subsite Listings deal with Spiegel, a leading specialty cataloguer. The deal, powered by Performics' i-CONNECT online marketing solution, will promote hundreds of product categories through deep content links. Subsite Listings are a new marketing tool that generate highly qualified leads for businesses like Spiegel, by providing paths to commerce areas deep within their Web site, directly from the search results pages of major portals and ISPs including, Microsoft's MSN, Alta Vista and iWon. The program will help drive sales to Spiegel's electronics and fashion categories, and to promote its newer, more specialized offerings such as bakeware, furniture, and jewelry.

"In our business, the ability to take users to commerce or category pages is essential to creating a better customer experience, while increasing product visibility for Spiegel," said Richard Burke, Division Vice President, Spiegel.com. "LookSmart Subsite Listings aid us in accomplishing this."

For example, online shoppers searching for a Panasonic DVD player on MSN, or any other LookSmart partner site, will find listings for this product available at Spiegel.com displayed as part of their search results. When clicked, the link will take the shopper directly to the corresponding page within Spiegel.com where they can find products, product specifications and comparison pricing information.

"Our Subsite Listings provide eetailing catalogue giants like Spiegel, with the power to put their products in front of perspective customers at the exact moment they are searching for that very thing, while simultaneously improving and enriching the user's search experience" said Brian Goler, senior vice president of sales at LookSmart.

LookSmart Subsite Listings are already generating highly qualified leads for online direct marketers including Amazon, eBay, Gap, VerticalNet, Banana Republic, DealTime, CNET's mySimon, Old Navy, Eddie Bauer, and Spiegel.

About Spiegel

Spiegel, one of the nation's leading direct marketers, has been offering consumers home-based shopping opportunities via catalogs for 95 years and online for five years. Its merchandise ranges from fashionable apparel to home furnishings and electronics.

About Performics

Established as an industry innovator, Performics is the only pay-for-performance, online marketing company that utilizes a full-service approach, ranging from search engine optimization to e-mail and partner programs. The company develops and implements customized programs that enable companies to acquire and retain online customers. Performics clients include: Discover Card, Eddie Bauer, Hammacher Schlemmer, J. Jill, Orvis, Bose, Spiegel, and JC Whitney.

About LookSmart

LookSmart helps more than 35,000 businesses harness the power of Internet search to generate qualified leads. As the global leader in building, distributing and monetizing Web directories, LookSmart databases are searched 60 million times a day, through five of the top 10 portals, five of the top 10 ISPs and hundreds of additional ISP and media partners worldwide. LookSmart's distribution network reaches 82 percent, or more than four out of five U.S. Internet users, through Microsoft's MSN, Excite@Home, Alta Vista, iWon, Netscape Netcenter, Inktomi, 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 Asia-Pacific. LookSmart is headquartered in San Francisco and can be contacted at 415/348-7000.

Forward-Looking Statements

This press release contains forward-looking statements based on our current expectations about our industry and our management's assumptions. Actual results could differ for various reasons, such as; the possibility that Subsite Listings will not be utilized by Internet end-users at projected rates; or our potential inability to generate sufficient listings and advertising revenue to reach profitability when planned; and other risks outlined in our annual report on Form 10-K and quarterly reports on Form 10-Q filed with the Securities and Exchange Commission.

CONTACT:

LookSmart, San Francisco
Kathryn Shantz, 415/348-7104
kshantz@looksmart.net