



## **LookSmart Accelerates Momentum in Europe: Announces Distribution Deal with Britain's Largest ISP**

SAN FRANCISCO--(BUSINESS WIRE)--Nov. 1, 2000--LookSmart (Nasdaq:LOOK), the global leader in Web directories, is extending the distribution of its directories in the UK through a partnership between BTLookSmart and LineOne, Britain's leading ISP. This agreement follows BTLookSmart's recently announced partnerships with Excite and Xoom UK, and highlights LookSmart's continued momentum in the global market for Web directories.

BTLookSmart, the international joint venture between British Telecom and LookSmart, will provide LineOne's 580,000 registered members with direct access to both BTLookSmart's UK and global web directories.

"BTLookSmart is securing leadership in Europe as the preferred Web directory for major portals, ISPs and leading media companies. This key agreement highlights our continuing success in achieving this goal," stated Allan Larsen, senior vice president, BTLookSmart Europe, adding, "we are delighted to be working with LineOne to deliver the highest quality directories for Internet users in Britain."

Founded in Australia and headquartered in San Francisco, LookSmart has offices on 3 continents in 11 cities, including Amsterdam, Berlin, Chicago, Copenhagen, London, Melbourne, Montreal, New York, Paris and Sydney. With 250 professional editors creating directories in 13 languages for 28 countries, LookSmart is rapidly expanding its international presence, committed to partnering with market leaders around the world to meet the demands of the world's Internet users.

### **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.

### **About BTLookSmart**

BTLookSmart is the international joint venture between LookSmart (NASDAQ: LOOK; ASX: LOK), the global leader in Web directories, and British Telecommunications (NYSE: London). BTLookSmart is deploying LookSmart's Web, WAP, mobile Internet and broadband search and directory solutions for ISPs, portals and mobile Internet businesses in countries across Europe and Asia-Pacific. The company operates two regional headquarters in Sydney, Australia and London, UK, serving the Asia Pacific and European markets respectively. For further information please visit [www.BTLookSmart.com](http://www.BTLookSmart.com).

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