



L.L. Bean, Nestle USA, Patagonia, Pier 1 and Sony Style Select LookSmart's LookListings™ to Drive Targeted Leads

More Than 100 Large Customers, Including Ziff Davis, eBay Canada, Lamps Plus and The Hartford, Adopt LookListings

SAN FRANCISCO, Jan. 10 /PRNewswire-FirstCall/ -- LookSmart (Nasdaq: LOOK; ASX: LOK), a global leader in search targeted marketing, today announced that more than 100 major online merchants and direct marketers selected LookListings during the fourth quarter to drive qualified leads to their Web sites by promoting their products and services in search results on major search engines.

By using LookListings, these businesses promote links to their homepages, category pages and thousands of individual product and service pages throughout the LookSmart directory. The links will then appear in search results on Microsoft's MSN, AltaVista, CNN.com, Juno, Netscape, Ask Jeeves and hundreds of additional ISPs, metasearch engines and media properties.

"Search listings are rapidly becoming a core vehicle for online direct marketers," said Dakota Sullivan, vice president of marketing for LookSmart. "Programs such as LookListings put a company's products in front of people who know what they want, at the moment they're actively searching for that very thing. This results in lower costs per customer acquired and higher returns on the marketing investment."

Launched in June 2001, LookListings combines the two leading search listing business models in one full-service solution to deliver highly qualified leads without the hassle. Featured listings enable businesses to purchase exact match keyword-based listings at the top of the search results page. Directory listings provide search inclusion, offering businesses the opportunity to cost-effectively promote hundreds or thousands of products and services in the main body of search results on many of the top portals and ISPs. Both featured listings and directory listings are priced on a per-click basis, with businesses paying only when a prospect clicks through to their Web site.

LookListings customers include Amazon.com, Ameritrade, Banana Republic, Barnes & Noble.com, CarsDirect.com, Dell, eBay, Gap, Lands' End, Nordstrom.com, Old Navy, REI, Spiegel and Staples.

About LookSmart

LookSmart helps more than 60,000 businesses harness the power of search targeted marketing to generate qualified leads. LookSmart commercial search listings enable customers to reach 77 percent* or nearly four out of five U.S. Internet users, through top portals, ISPs and metasearch engines including Microsoft's MSN, AltaVista, Netscape Netcenter, Inktomi, Juno, Prodigy, CNN, Road Runner, Cox Interactive Media, InfoSpace (Go2Net, Dogpile, MetaCrawler), CNET's Search.com and Ask Jeeves. As publisher of the world's most widely distributed search directory, LookSmart is the only company that provides both pay-for-placement and paid inclusion search listings, to meet the needs of medium and large advertisers. BTLookSmart, LookSmart's joint venture with BT, deploys LookSmart directories and provides search targeted marketing solutions in key markets in Europe and Asia. LookSmart is based in San Francisco, with offices in Los Angeles, New York, Detroit, Montreal, London, Melbourne and Sydney. For more information, please visit www.LookSmart.com.

Media Metrix June 2001 Digital Media Audience Ratings

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