



LookSmart Appoints Charles Theiss as Senior Vice President, Business Development; Promotes Michael Grubb to Senior Vice President, Technology, and Chief Technology Officer

SAN FRANCISCO, Apr 25, 2005 (BUSINESS WIRE) -- LookSmart (Nasdaq:LOOK) (ASX:LOK), an online media and search technology company, has announced the appointment of Charles Theiss as its Senior Vice President, Business Development and the promotion of Michael Grubb to Senior Vice President, Technology and Chief Technology Officer. Both will report to LookSmart CEO David B. Hills. Theiss has previously overseen business development and advertising placement for such nationally recognized names as CNN and Terra Lycos.

"These are two great additions to our senior team," said David B. Hills, LookSmart President & CEO. "I've worked with Charles in the past on commercial ventures and he has the passion, knowledge and stature in the industry to move LookSmart forward in gaining distribution and developing owned audiences. I've also come to rely heavily on Michael Grubb's judgment and capabilities in development and operations. As we grow and become a scaling business, we have needs for new and better products. I'm confident Michael's the right person to get us there."

Charles Theiss comes to LookSmart with more than 20 years experience in the media business, with 10 of those in online media. He has held senior positions at Lycos, where he ran sales, business development and operations as a Vice President. Prior to that, he was both a Vice President and Senior Vice President at Time Warner's CNN. There, he was Vice President of New York Sales for CNN television and was then promoted to Senior Vice President, CNN Interactive, overseeing sales, business development and operations. While at CNN, he developed the company's advertising upfront strategy for CNN.com and the breakthrough cross platform marketing strategy called "CNN Everywhere." He began his career in the ad agency business, moving from there to broadcast sales at Westinghouse Television.

Michael Grubb has played an integral part in the operations of LookSmart since September 2002 when he became Vice President, Technology Operations. In his new role, he will work with other members of the executive and senior management teams to plan and execute the company's product strategy and vision. Grubb describes himself as "a proponent of innovation, both technically and organizationally." He has developed considerable expertise in scalability of Internet-based services, particularly with regard to cost-effective maintenance and uptime of very large-scale networks of servers. He plans to apply his extensive knowledge and experience towards growing LookSmart's network and providing the highest-quality service to LookSmart's advertisers, publishers, and end users.

Grubb's internal promotion at LookSmart symbolizes the company's philosophy of nurturing employee growth.

About LookSmart

LookSmart is an online media and technology company that provides relevant content, advertising and technology solutions for advertisers and publishers of all sizes. LookSmart's distribution network is designed to maximize advertiser ROI via owned and operated properties, carefully chosen and monitored syndicated publishers, and search engine partners. The company's owned and operated vertical search sites and web tools offer consumers essential search results and a more personalized web experience. Distribution partners include Lycos, CNET, InfoSpace (Excite, MetaCrawler, Webcrawler), Cox Interactive, Apple's Sherlock, and U.C. Berkeley. LookSmart is based in San Francisco, California. For more information on LookSmart, visit www.looksmart.com or call 415-348-7500.

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