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FOR IMMEDIATE RELEASE

Ask.com Renews AdCenter License with LookSmart

San Francisco, Calif. (February 20, 2007)— LookSmart (NASDAQ: LOOK, ASX: LOK), an online advertising company, announced today that Ask.com, a leading search engine and wholly-owned business of IAC, has extended its license of LookSmart's AdCenter for Publishers through 2009. Ask.com leverages LookSmart's AdCenter as a component of its Ask Sponsored Listings PPC advertising program. Ask Sponsored Listings (ASL) is an automated open-auction system that allows search marketers to purchase, manage and optimize campaigns on Ask.com and its publisher network. Offered through IAC Advertising Solutions, ASL processes more than five billion queries each month, and supports over 30,000 advertisers bidding on more than 10 million keywords.

"We're focused on delivering results for our advertisers and AdCenter is one component of our overall strategy," said James Speer, vice president of search marketing products at IAC Advertising Solutions.

"The AdCenter provides Ask.com a solid platform to grow and service its advertiser base and revenue in a cost-effective manner," said David Hills, CEO of LookSmart. "We're proud to be associated with their success."

LookSmart's AdCenter for Publishers is designed for all types of online media companies, providing an auction platform, algorithmic ad server and a reporting engine. The platform offers detailed reporting for both the publisher and the advertiser, allowing both to optimize pricing and ROI. LookSmart also provides an API which allows agencies and large advertisers to interface directly with publishers licensing AdCenter technology.

About Ask.com

A leading search engine on the Web, Ask.com combines world-class search technology with one-of-a-kind search tools to help people get what they are looking for faster. Ask.com sites include Ask.com US (<http://www.Ask.com>), Ask.com Deutschland, Ask.com Espana, Ask.com France, Ask.com Italia, Ask.com Japan, Ask.com Nederland and Ask.com UK. Additionally, Ask.com syndicates its search technology and advertising units to a network of affiliate partners. Ask.com is a division of IAC Search & Media, a wholly owned business of IAC.

Pay-per-click ads on Ask.com are available through Ask.com's advertising and sales division, IAC Advertising Solutions. IAC Advertising Solutions offers complete solutions for a variety of communication needs and a comprehensive range of advertising products, including search, media, and direct marketing. Search solutions include Ask Sponsored Listings, an automated open-auction system allowing marketers to purchase, manage and optimize campaigns on Ask.com and its publisher network. Media solutions include online templated ad units and integrated sponsorships, as well as offline media capabilities on IAC Advertising Solutions' network of leading online brands, including Ticketmaster Citysearch, Evite, Match.com, iWon, Excite, Expedia, and The Huffington Post. Direct Marketing solutions include email, lead generation, co-registration, sweepstakes and promotions. IAC Advertising Solutions can be contacted at www.iacadvertising.com or 212-404-1000.

About LookSmart

LookSmart is an online advertising company that provides relevant solutions for advertisers, publishers and consumers. LookSmart offers advertisers targeted, pay-per-click (PPC) search advertising and banners via its consumer Web properties and a monitored ad distribution network; a customizable set of private-label solutions for publishers; and vertical search sites and web tools for

consumers. LookSmart is based in San Francisco, California. For more information, visit www.looksmart.com or call 415-348-7000.

Forward-Looking Statements

This press release contains forward-looking statements, including references to the extension of the term of a material relationship. 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 be unable to maintain customer acceptance of and satisfaction with our products, that advertisers may decide to reduce spending or terminate their relationships with us or our partners, and that our relationship with Ask .com is terminable under certain conditions. In addition, you should read the risk factors detailed in our Annual Report on Form 10-K, Quarterly Reports on Form 10-Q and other documents filed with the Securities and Exchange Commission.

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