

## **NeXplore Ads Brings Interactive Video Commercials to Search Advertising**

*First-of-its-Kind Search Advertising Platform Enables Video Ad Campaigns with Fully Integrated, Real-Time, Multimodal Consumer Interaction*

**FRISCO, TX — March 31, 2009** — NeXplore Corporation (OTC: NXPC.PK) today announced the public beta launch of NeXplore Ads™ version 2.0, a full lifecycle search advertising platform that enables marketers to easily create and manage paid search ad campaigns that can include a blend of text ads, branded images, video commercials and other rich-media ad formats featuring built-in, real-time consumer-interaction capabilities, including video chat, call scheduling, email, instant messaging and more.

NeXplore Ads seamlessly integrates with NeXplore Search ([www.NeXplore.com](http://www.NeXplore.com)), a visually engaging Web 2.0 search engine optimized for multi-media display and easy social sharing. NeXplore Search has been in public beta since January 2008. In January 2009 NeXplore Search had more the 5.5 million unique monthly visitors.

Said Scott Grizzle, chief marketing officer for NeXplore Corporation, “Interactive video commercials on NeXplore Search make it easy and enjoyable for consumers to learn more about a product or service. With a simple click consumers can watch a brief video commercial and can click again to initiate a real-time video chat with a call center representative of the advertiser. With NeXplore Ads, targeted consumers are engaged, relationships forged and transactions consummated within seconds, with absolute privacy and without leaving the search results page.”

According to Rowland Hanson, strategic advisor to NeXplore Corporation and former VP of corporate communications for Microsoft, where he developed and executed the branding strategy for the hugely successful Windows operating system, “NeXplore Ads marks a paradigm shift in search marketing. No other system combines the proven value of direct-response search ads with a mechanism for delivering brand-building impressions and truly meaningful consumer interaction. Add to this the viral potential of NeXplore Search’s social-sharing feature, and the full marketing value of interactive, rich-media NeXplore Ads goes off the charts.”

Added Hanson, “Tough economic conditions such as those we are experiencing today typically translate into reduced or frozen marketing budgets, particularly among large brand advertisers; but market growth and sales goals seldom shrink. Marketers must find new, creative, cost-efficient and effective ways to get the job done. By serving up targeted, engaging and interactive rich-media ads directly on the search engine results page, NeXplore empowers both national brand advertisers and local ‘Mom-and-Pop’ enterprises to create and execute strategic search-advertising campaigns that meet their exacting standards for vitality, efficiency and measurability.”

A selection of NeXplore Ads’ differentiating features and benefits for marketers includes:

- Increased direct response and conversion rates—IM, SMS, Skype, video chat, phone, and email interaction drive conversions by allowing consumers to engage immediately via whichever medium they prefer.
- Improved brand building—Logo inclusion in sponsored search listings and contextual placement of rich-media ads (including video commercials) on the search

engine results page (SERP) improve marketing effectiveness and enhance brand-building impact of search ad campaigns.

- Increased campaign ROI—Flexibility in search ad response metrics—Cost Per Click (CPC), Cost Per Thousand (CPM), Cost Per Action (CPA), Cost Per Lead (CPL)—enables marketers to derive greater value and realize greater return on their search ad spend.
- Easy campaign export—NeXplore Ads’ non-exclusive search ad campaign creation system saves marketers valuable time by allowing easy export of campaign details for use in multiple search engines.
- Ad virality—When combined with the patent-pending social sharing features built into NeXplore Search, NeXplore Ads unleashes the explosive viral potential of search advertising.

**Editors Note:** Please contact Rory Doherty (Rory@CurrentCommo.com / 214-459-6321) to schedule a meeting with NeXplore executives at Web Expo 2.0 (San Francisco, March 31 - April 3) or to schedule a virtual demo of the NeXplore Ads platform.

### **About NeXplore Corporation**

NeXplore Corporation (OTC: NXPC.PK) improves the online experience by providing Web tools and destinations that empower people to drive and define a World Wide Web perfectly suited for their unique needs, interests and online pursuits. For advertisers, NeXplore offers a full array of search, display and interactive advertising products to reach and engage targeted consumers. For more information about NeXplore, visit [www.nexplorecorporation.com](http://www.nexplorecorporation.com).

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Forward-Looking Statements: A number of statements contained in this press release are forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 that involve risks and uncertainties that could cause actual results to differ materially from those expressed or implied in the applicable statements. These risks and uncertainties include, but are not limited to: our ability to commercialize a proprietary product, our ability to generate product sales and operating profits, potential vulnerability of technology obsolescence, potential competitive products by better capitalized companies, potential difficulty in managing growth, dependence on key personnel, and other risks which will be described in future company Securities and Exchange Commission filings.

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