

NeXplore Search Tops One Million Unique Visitors in May and June

NeXplore Marketing Strategies Drive Visitors to New Search Engine

FRISCO, TX — July 28, 2008 — NeXplore Corporation (OTC: NXPC.PK) today announced that NeXplore Search had more than one million unique visitors in both May and June according to web-analytics company Compete.com. With its public beta launch released in January of this year, NeXplore Search is an innovative Web 2.0 search destination optimized for a superior end-user experience, rich-media display and social network integration.

Additional significant growth achievements for NeXplore Search during May, June and July of 2008, according to data provided by Alexa.com, include a reach increase of 1,298% to 0.00414% over the prior three-month period; and a traffic ranking increase of 389,679 over the prior three-month period for a current three-month traffic rank average of 46,661. Alexa.com defines reach as the percentage of all Internet users who visit a given website. Traffic rank, as computed by Alexa.com, is based on a value derived from a website's reach and number of page views averaged over a period of time.

NeXplore Corporation executives credit an aggressive marketing campaign focused on reaching sports fans, along with a selection of integrated viral marketing, Internet advertising and other strategies for driving the popularity of NeXplore Search.

Anchoring NeXplore's marketing strategy targeting sports enthusiasts is the company's ongoing partnership with Arena Media Networks ("AMN") whereby a series of 45-second video ads showcasing signature features of NeXplore Search ran throughout the 2007 baseball season and the 2008 NBA and NHL seasons on hundreds of AMN's 50-inch digital plasma displays strategically located in high-traffic areas of marquee baseball stadiums, basketball venues and hockey arenas across the country.

Scott Grizzle, chief marketing officer for NeXplore Corporation, said, "We've focused much of our initial marketing strategy on enticing sports fans, particularly those who attend professional sporting events, to try out NeXplore Search. We believe -- and marketing research bears this out -- that these individuals tend to be early adopters of technology, very socially active and highly influential among their peers. These characteristics are spot-on for a viral campaign designed to drive adoption of a new Web-based product. In addition to targeting sports fans, we have made a significant investment in an aggressive Internet advertising campaign through various publisher networks. We are very pleased with the steep growth in NeXplore Search users over such a short period of time."

Also in line with its strategy of driving awareness and adoption of NeXplore Search among fans of professional sports, NeXplore Corporation recently signed former Dallas Cowboy great Darren Woodson and acclaimed center for the Detroit Red Wings Pavel Datsyuk as spokesmen for the company. Woodson and Datsyuk also assist with various business development activities.

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Said Edward Mandel, chief executive officer for NeXplore Corporation, "We are very pleased but not at all surprised by the traction NeXplore Search is gaining among Internet users. Concurrent with our sports-fan marketing strategy, we've launched a revenue-sharing program for partnering with select high-traffic Web destinations and organizations that embed NeXplore Search into their Web properties; and we've acquired ClickCaster.com, a very popular website that provides tools for fast-and-easy audio and video podcast creation,

publishing and management.”

Mandel added, “What we’re seeing now in terms of user adoption of NeXplore Search is very encouraging, but truth be told, we’ve only just begun. We’ve dedicated quite a bit of time and resources to building and refining NeXplore Search, and we’re now seeing this effort bear fruit. Moving forward, we will continue to add new features that enhance and further differentiate the NeXplore Search experience, including integrating social networking components. We will continue to execute creative viral marketing campaigns and aggressive public relations strategies in support of our firmly established business and revenue growth goals.”

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.

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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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