

## NeXplore Cited as Search Engine of the Future

**FRISCO, TX — August 4, 2009** — In his recent article “Bing vs. Google vs. the Reality of History,” Keith Magee, search industry expert and contributing writer for the Gerson Lehrman Group (GLG), cited NeXplore Search as an example of “true innovation in search” and predicted that in the future consumers “will begin ‘NeXploring’ on a daily basis.”

Magee’s article examines the past, present and future competitive landscape of Internet search. The full text of “Bing vs. Google vs. the Reality of History” can be found on the GLG website: <http://www.glgroup.com/News/Bing-vs.-Google.-vs-the-Reality-of-History-41601.html>

Launched in January 2008 by NeXplore Corporation (OTC: NXPC.PK), NeXplore Search ([www.NeXplore.com](http://www.NeXplore.com)), currently in public beta, is an interactive and visually engaging Web 2.0 search engine optimized for a superior end-user experience, multi-media display and social sharing integration.

According to Alexa, as of July 2009 NeXplore Search is among the top 2,500 Web destinations worldwide in terms of traffic rank. Alexa calculates traffic rank using a combination of average daily visitors and page views over the past three months.

### **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).

###

#### **Media Contact:**

Rory Doherty  
(214) 459-6321  
[Rory@CurrentCommo.com](mailto:Rory@CurrentCommo.com)

#### **Investor Contact:**

Hala Elsherbini  
(972) 458-8000  
[Hala@HalliburtonIR.com](mailto:Hala@HalliburtonIR.com)