

## **NeXplore Search (Squared) Recognized for “Best User Interface” Among Leading Internet Search Engines**

**PLANO, TX** — January 14, 2010 — In his recent article “Visual Search New But Not Unique,” Keith Magee, search industry expert and contributing writer for the Gerson Lehrman Group (GLG), singles out NeXplore Search (Squared) as having the “best user interface” among all popular search engines, including Bing and Google.

Magee’s article presents an analysis of Bing’s new visual search option and an examination of the promising potential of Rich Internet Applications (RIAs) and Web 2.0-style interfaces.

In his comparison of NeXplore Search (Squared) to Bing and Google, Magee notes that “the smaller, more nimble and more visionary NeXplore interface is far superior to anything on the Net, offering features that Bing and Google still don’t fathom -- like website thumbnails, common and similar phrases to the current search, Wiki-related information, multimedia “hover ads”, live contact connections via voice, email, and web chat, plus a host of other features.”

NeXplore Search (Squared) ([www.NeXplore.com](http://www.NeXplore.com)) 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. First introduced in public beta in January 2008, NeXplore Search (Squared) currently averages more than 5 million unique monthly visitors according to Web-analytics company Compete.com.

The full text of Keith Magee’s article “Visual Search New But Not Unique” can be found on the GLG website: <http://www.glgroup.com/News/Visual-Search-new-but-not-unique-45252.html>

### **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 Search (Squared) ([www.NeXplore.com](http://www.NeXplore.com)) 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).

###

### **Forward-looking Statement**

A number of statements contained in this presentation 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.

### **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)