

Former Microsoft VP Rowland Hanson Joins NeXplore Advisory Board

*Branding Mastermind Behind Microsoft Windows to Guide
Business Development and Growth Strategy for NeXplore Search*

FRISCO, TX — November 11, 2008 — NeXplore Corporation (OTC: NXPC.PK) today announced the appointment of Rowland Hanson to the NeXplore Corporation board of advisors.

Currently CEO of business strategy consulting firm The HMC Company, Mr. Hanson will draw upon his vast experience building brands and growing market share for some of the world's best known, high-growth companies to guide business development and growth initiatives for NeXplore Search (www.NeXplore.com), an innovative Web 2.0 search engine optimized for a superior end-user experience, rich-media display and social network integration.

Prior to founding The HMC Company, Mr. Hanson served as vice president of corporate communications for Microsoft, where he developed and executed the company's highly acclaimed branding strategy which included the market introduction of Microsoft's most popular product—a graphical interface that Mr. Hanson named "Windows."

“What excites me about NeXplore Search is that the visually rich user interface engages consumers and, at the same time, reinvigorates an advertising medium that, although proven, is losing its luster as text overload leaves more and more consumers with search fatigue,” said Hanson. “NeXplore Search is well-positioned to be at the forefront of the next generation of search, and I am pleased to be involved with NeXplore at such a pivotal moment. I look forward to helping the NeXplore executive team take this product and company to the next level.”

“Rowland Hanson brings immense business experience, marketing insight and branding wisdom to NeXplore,” said Edward Mandel, CEO of NeXplore Corporation. “His proven track record maps out perfectly with NeXplore's aggressive growth goals. Rowland's guidance will be instrumental as we move forward with strategic initiatives to accelerate popularity of NeXplore Search among consumers and drive traction of NeXplore Search among leading brand and direct-response advertisers. We are thrilled to have a professional of Rowland's caliber and distinction serving on the NeXplore advisory board.”

Prior to Microsoft, Mr. Hanson served as vice president of worldwide marketing for Neutrogena Corporation, a skin care and cosmetics company that registered phenomenal growth through new product introductions and global partnering before being acquired by Johnson & Johnson.

Over the last several years, Mr. Hanson served as a consultant, CEO, president, and board of director member for several emerging companies.

Mr. Hanson served as president, CEO, and chairman of Amaze Inc., a multi-media software publisher of popular products such as The Far Side, Trivial Pursuit, Bloom County, and Berlitz theme computer calendars and screen savers. Hanson negotiated the sale of Amaze to Delrina Corporation.

Mr. Hanson was founder, CEO, and Chairman of iTravel Corporation, an exclusive developer of multi-media travel guides for United Airlines, United Vacations, and the travel agency network. Hanson negotiated the successful sale of iTravel to StarPress.

Mr. Hanson was business development consultant, branding consultant, and board member of ColdHeat, a company whose proprietary material science led to the successful introduction of several new consumer small appliances.

Mr. Hanson served as a business development consultant, branding consultant, and board member of The Nautilus Group (NYSE: NLS), the developer and marketer of well-known fitness brands such as Bowflex, Nautilus, Schwinn Fitness, and StairMaster.

Mr. Hanson founded The b EQUAL Company with a mission to strengthen the child/parent bond by creating games that make learning a fun, interactive, family event. The b EQUAL Company partners included A&E (The History Channel / Biography), National Geographic, and DreamWorks, Discovery, among others. Hanson negotiated the merging of The b EQUAL Company into Specialty Board Games (SBG) of Toronto Canada.

Mr. Hanson holds a BBA from Loyola University and an MBA from the Wharton School of Business (University of Pennsylvania).

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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