

NEXPLORE CORPORATION LAUNCHES NEXPLORE ADS

*Innovative Search Ad Platform Simplifies Campaign Creation and Management,
Enables Strategic Blend of Direct Response and Brand-building Search Ads*

FRISCO, TX — October 25, 2007 — NeXplore Corporation (NASDAQ OTC: NXPC), today announced the launch of NeXplore Ads™, a full-lifecycle ad creation and management platform that enables marketers to effortlessly create, manage and modify in real time highly targeted, interactive search advertising campaigns that meet today's exacting standards for vitality, efficiency and measurability.

NeXplore Ads seamlessly integrates with NeXplore Search, an innovative Web 2.0 search destination optimized for a superior end-user experience, rich-media display and social network integration. Launched earlier this month, NeXplore Search is currently in private beta by invitation only. Consumers interested in participating in the NeXplore Search private beta rollout can apply online for an invitation by visiting www.NeXplore.com.

NeXplore Ads features and benefits:

- Simplified campaign creation and management—An intuitive user interface facilitates fast and easy search ad campaign creation. A sophisticated keyword generator improves search ad campaign performance. Internal navigation, real-time analytics, and graphical reporting make it a cinch to manage multiple search ad campaigns.
- 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.
- Increased direct response and conversion rates—Pop-search and Wikipedia integration hone ad relevancy, sharpen ad targeting. Multimodal interaction—IM, SMS, Skype, phone, email—drive conversions by allowing consumers to dynamically and immediately select a preferred mode of interaction.
- Improved brand building—Logo inclusion in sponsored search listings and contextual placement of rich-media ads 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.

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NeXplore Ads Launch Add One

World Discount Telecommunications (WDT), a global provider of discount local, long-distance and international landline and wireless calling services, is among the first large-enterprise advertisers to run a rich-media interactive advertising campaign on NeXplore Search utilizing the NeXplore Ads platform.

“Pay per click is great, but we’re just as interested in post-click conversion and building our brand with engaging, memorable impressions,” said Irene Mazur, senior vice president of marketing for WDT. “The NeXplore Ads platform makes campaign creation and management a breeze. The ability to launch a creative and strategic blend of SERP sponsored links, banners and interactive rich-media ads is a definite plus.”

Scott Grizzle, chief marketing officer for NeXplore Corporation, said “Findings from a May 2007 IAB study show that text-based search ads account for 40 percent of all online advertising. The same IAB study notes that display ads—which include traditional banner ads as well as a wide variety of rich-media and interactive ad formats—make up another 40 percent of online ads. You’ve got to be blind not to see that direct response and brand advertising are set for a head-on collision. The challenge is to create an integrated online destination and ad platform that empowers marketers to harness the enormous advertising force unleashed when these two worlds collide.”

Grizzle added, “From concept to rollout, NeXplore Ads and NeXplore Search were built to provide marketers with an unprecedented ability to execute search campaigns with an optimal mix of direct response and brand-building ads, and to deliver to consumers a distinctively rich and uniquely satisfying search experience. The feedback we’re getting from pilot advertisers and consumers is very encouraging. We’re looking forward to ramping up sales and marketing activity in support of NeXplore Ads and NeXplore Search over the next several weeks and months.”

About NeXplore Corporation

NeXplore Corporation (NASDAQ OTC: NXPC) 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 Corporation, visit www.nexplore.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 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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