

NeXplore Taps Arena Media Networks to Promote New Search Engine

Lucky Fan to Win a Ride on the NeXplore Shockwave Jet Truck

FRISCO, TX — July 26, 2007 — NeXplore Corporation (OTC: NXPC), today announced it has teamed with Arena Media Networks to promote the launch of NeXplore Search, a feature-rich search engine optimized for a superior end-user experience and the delivery of highly targeted search, display and rich-media ads. Currently under development, NeXplore Search is slated for release this summer.

The NeXplore AMN Ad Campaign:

Throughout the remainder of the 2007 Major League Baseball season (including playoffs and the World Series) a series of multi-media interactive ads showcasing signature features of NeXplore Search and clips of the NeXplore ShockWave Jet Truck is scheduled to run on hundreds of AMN's 50-inch digital plasma displays strategically located in high-traffic areas of twelve Major League Baseball stadiums, including premium venues such as Fenway Park, Yankee Stadium, and Wrigley Field. In addition to baseball games, NeXplore ads are planned to run during all July events held in AMN venues, including two sold-out Police reunion tour concerts at Wrigley Field.

The NeXplore ShockWave Jet Truck Ride:

Text messaging a special code displayed in the ads enters fans into a drawing to win a ride on the NeXplore ShockWave Jet Truck, a Peterbilt modified with three Pratt & Whitney jet engines and capable of racing at speeds of up to 376 mph. Exclusively sponsored by NeXplore Corporation, ShockWave is the world's fastest truck as recorded by the Guinness Book of World Records. The NeXplore ShockWave Jet Truck races planes in air shows across the country.

“These captivating interactive ads displayed in direct sight lines at premium venues make a lasting impression on a highly influential demographic group. The interaction of texting to win a ShockWave ride lets us capture a bit of mobile phone real estate, and adds element of virality to the campaign,” said Scott Grizzle, chief marketing officer for NeXplore Corporation.

Grizzle added, “This relationship with AMN works on many levels. What AMN does for static posters, NeXplore does for traditional search. Both companies take a proven advertising platform to the next level. Full-motion video ads on AMN screens allow us to further leverage the ShockWave sponsorship and generate over thirteen million quality impressions with a key demographic group. This is a very exciting time for NeXplore. We are stepping up the pace of marketing initiatives and unleashing a creative and strategic blend of traditional and guerilla marketing tactics as we ramp up for the launch of NeXplore Search.”

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About NeXplore Corporation

NeXplore Corporation (OTC: NXPC), a Nevada corporation, 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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