

NeXplore Search Ramps Up

Marketing Initiative Targets 10,000,000 Unique NeXplore Searchers

FRISCO, TX — March 25, 2008 — NeXplore Corporation (OTC: NXPC) today announced the launch of an aggressive marketing initiative to drive adoption of NeXplore Search (www.NeXplore.com), the company's recently launched Web 2.0 search engine optimized for a superior end-user experience, rich-media display and social network integration. The company's goal is to attract 10,000,000 unique visitors to NeXplore Search by the close of third calendar quarter this year.

As a central component of the NeXplore Search ramp-up initiative, the company plans to send 30 million personalized electronic invitations per month enticing demographically targeted end users to try out the new search engine. NeXplore has also launched a revenue-sharing program for partnering with select high-traffic Web destinations that will embed NeXplore Search into their Web properties. Lastly, to complement its invitation and partnership programs, NeXplore plans to acquire high traffic internet destinations as well as generate millions of visitors through advertising on an array of strategically identified online networks.

Scott Grizzle, chief marketing officer for NeXplore Corporation, commented, "NeXplore Search Public Beta has been live for three months now. From the user feedback we've received thus far, we're convinced that people who give NeXplore Search a shot will find the experience very refreshing and rewarding. We're entering a new, steep growth phase. NeXplore Search is ready to scale, and we're going to take bold and creative measures to get the word out."

The NeXplore Search ramp-up initiative adds to the company's brand-building campaign:

- An exclusive sponsorship of the NeXplore ShockWave Jet Truck, a Peterbilt modified with three Pratt & Whitney jet engines that races planes in air shows across the country and is capable of speeds up to 376 mph
- A long-standing, recently expanded partnership with Arena Media Networks whereby a series of 45-second video ads showcasing signature features of NeXplore Search ran throughout the 2007 baseball season 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. AMN will continue to run NeXplore ads at eleven National Basketball Association and National Hockey League arenas across the country during the 2008 NBA and NHL seasons.

Estimates from ADC Group, NeXplore's marketing partner for the ShockWave sponsorship, show that, including press coverage, the NeXplore ShockWave Jet Truck sponsorship generated more than 10 million high-impact impressions over the course of the 2007 air show season; and AMN provided estimates that the NeXplore AMN ads during the 2007 MLB season generated more than 13 million impressions. NeXplore anticipates generating an estimated additional 78 million quality impressions with a key demographic as its AMN ads continue to run throughout the remainder of the 2008 NBA and NHL seasons.

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NeXplore Search Ramps Up Add One

About NeXplore Corporation

NeXplore Corporation (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, 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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