

## NeXplore Releases Updated Search Engine

User Feedback, Cloud-computing Technologies Drive Innovation, On-demand Scalability;

Updated NeXplore Search Delivers Smoother Navigation, Faster Results, Social Sharing

**FRISCO, TX — October 1, 2008** — NeXplore Corporation (OTC: NXPC.PK) today announced the release of an updated version of NeXplore Search ([www.NeXplore.com](http://www.NeXplore.com)), the company's innovative Web 2.0 search engine optimized for a superior end-user experience, rich-media display and social network integration.

According to Edward Mandel, NeXplore Corporation CEO, changes to NeXplore Search revealed in the updated version now available are the direct result of feedback received from NeXplore Search users and center on improving the search engine's performance and enhancing NeXplore's distinct, visually engaging user interface.

Mandel said, "With this update we focused on areas most important to our users; namely, ease-of-use and overall usefulness. The modifications we've made to the backend and user interface of NeXplore Search make it easier to quickly navigate through NeXplore's visually rich search results. Our mission is to provide the most engaging, enjoyable and productive Internet search experience available. This updated release of NeXplore Search attests to the unwavering commitment of the entire NeXplore team to achieve this goal."

NeXplore Search's ability to successfully handle steep traffic growth and rapidly roll out a steady stream of performance-enhancing features is made possible by leveraging cutting-edge cloud-computing technologies, according to NeXplore Corporation CTO Dion Hinchcliffe.

Said Hinchcliffe, "Our Web 2.0 application model uses innovative cloud-computing techniques to create a highly effective distributed search engine that easily scales to meet volume demands without compromising performance. We've combined this backend with a social overlay to fine tune and share results and a user interface built with advanced RIA technologies to create a compelling, highly productive user experience. NeXplore Search is poised for growth as users seek more effective and enjoyable ways to find the information they need."

Enhancements to NeXplore Search:

- **Smoother navigation.** Following feedback and suggestions provided by NeXplore Search users, several modifications made to the NeXplore Search results page make navigation smoother and more intuitive.

Notable changes to the NeXplore Search results page include giving users the option to collapse the 'Pop Search' and 'Wiki Search' boxes; resizing and repositioning the 'Preview,' 'Save' and 'Trash' icons for better visibility and ease of use; and the introduction of a floating preview screen that provides searchers with an immediate view of the website associated with whichever search result or advertisement they direct their cursor to. The new NeXplore preview screen helps to eliminate unproductive and aggravating drill down and increases search speed and success. Lastly, cleaner, crisper icon designs, bolder colors and sharper contrasts bolster the aesthetic appeal of NeXplore Search.

- **Faster results.** Presenting video, photography, thumbnails, Pop Search, Wiki Search and other rich-media displays with every NeXplore search requires considerable back-end computational work. To speed up download times and deliver faster search results, NeXplore engineers leverage advanced cloud-computing techniques that provide instant scalability and the power needed to serve up NeXplore's robust content.
- **Social Sharing.** Also added to NeXplore Search is a unique, patent-pending social sharing feature that enables NeXplore Search users to easily book mark and share search results with others across the Web. Making it simple for users to book mark and share NeXplore Search results increases affinity and stickiness among existing users and serves well as a viral mechanism for driving NeXplore's continued growth and popularity.

Said Bob Byron, director of engineering for NeXplore Corporation, "We're very proud of what we've accomplished in building NeXplore Search, but ultimately, the user is king in the Web 2.0 world. The feedback we receive from NeXplore Search users is invaluable. We listen very closely. The end result is a truly unique and enjoyable search experience that lessens reliance on static text, does away with fruitless drill down, and provides a refreshing, media-rich environment that is both visually appealing and productive."

Since its public beta launch in January 2008, NeXplore Search has steadily grown its user base, surpassing one million unique visitors in both May and June according to web-analytics company Compete.com. For its meteoric growth in traffic rank, NeXplore Search ranked 7<sup>th</sup> for the week of September 15<sup>th</sup> on the Movers & Shakers list compiled by Web information company Alexa.

### **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](http://www.nexplorecorporation.com).

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