

Growing Popularity, Ubiquitous Broadband to Change the Face of Internet Search

NeXplore CMO Scott Grizzle: "Search needs a facelift"

FRISCO, TX — August 22, 2008 — A recent survey conducted by PEW Internet & American Life Project (PIP) reveals that “almost half of all Internet users now use search engines on a typical day,” an increase of 69% from 2002 when Pew Internet & American Life Project first tracked search activity. The PIP survey also finds that those who use broadband connections at home are “significantly more likely” to use search than those with a dialup connection.

According to Scott Grizzle, chief marketing officer for NeXplore Corporation, search’s growing popularity and the proliferation of broadband will drive dramatic changes in the Internet search experience, particularly in how consumers interact with search engine results pages (SERPs).

Grizzle said, “Ubiquitous broadband has conditioned consumers to expect a more dynamic and engaging Internet experience. The search experience, for the most part, has not kept pace with the rest of the Internet. The days of serving up line after line of static text results are coming to an end. As popularity, familiarity and proficiency with Internet search grows, consumers will demand that search results pages have more video presentation and rich-media interaction, less drill down and deeper personalization. There’s no question, Internet search is long overdue for a facelift.”

For its part, NeXplore Corporation recently launched 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. Currently open for public beta, NeXplore Search had more than one million unique visitors in both May and June of 2008 according to web-analytics company Compete.com.

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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