

## **Def Leppard Lead Singer Joe Elliott Joins NeXplore Corporation Advisory Board, NeXplore and DefLeppard.Com Ink Revenue Sharing Deal**

**PLANO, TX** —July 13, 2010 — NeXplore Corporation (OTC: NXPC.PK) today announced that Joe Elliott, lead singer for the famed rock band Def Leppard, has joined NeXplore Corporation's board of advisors and that NeXplore and DefLeppard.Com have entered into a strategic partnership.

Formed in 1977 in Sheffield, England, Def Leppard has launched countless sold-out tours across the globe and has racked up album sales of over 65 million copies worldwide, achieving rock legend status for a slew of monster hits such as *Pour Some Sugar On Me*, *Animal*, *Armageddon It*, *Rock of Ages*, and *Bringin' on the Heartbreak*, among many others.

Said Joe Elliott, "NeXplore Search is a bold departure from traditional search engines. I downloaded the NeXplore toolbar and made NeXplore my default search engine. I encourage all Def Leppard and rock fans around the world to do the same. NeXplore Search is truly unique. This innovative search engine has tremendous potential."

Said Edward Mandel, NeXplore Corporation CEO, "Joe is a tremendous addition to the NeXplore team and a good friend. We are thrilled to have him with us. Joe will be providing strategic guidance with our marketing initiatives to increase awareness and drive adoption of NeXplore Search."

NeXplore Search ([www.NeXplore.com](http://www.NeXplore.com)) is an interactive and visually engaging Web 2.0 search engine optimized for a superior end-user experience, multi-media display and social sharing integration.

Added Mandel, "Incorporating the NeXplore Search features on a popular fan destination like the Def Leppard website is truly a win-win. NeXplore gains great exposure and Def Leppard brings its fans a great new search engine and social sharing tools."

### **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 Search ([www.NeXplore.com](http://www.NeXplore.com)) 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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### **Forward-looking Statement**

A number of statements contained in this presentation 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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