

**Former Yahoo Korea and Overture Korea CEO  
Simon Yoon Joins NeXplore Advisory Board**

**FRISCO, TX — August 28, 2007** — NeXplore Corporation (OTC: NXPC), today announced that Simon Yoon, a seasoned and successful executive whose experience leading search engine and Internet-based enterprises includes CEO positions with Overture Korea and Yahoo Korea, among others, has joined the company's advisory board of directors.

Simon Yoon presently serves as chief executive officer for two companies based in Seoul Korea—DesignHouse Inc., a publishing and cable television company, and OPMS, Inc., a next-generation Internet search company with a strong and growing presence in China and Japan. Mr. Yoon is also a visiting professor at KyongHee University, where he is a frequent lecturer in the university's department of business administration.

From 2002 to 2005, Mr. Yoon served as CEO of Overture Korea, Inc., growing the company's revenue to more than \$200 million in its first two years en route to achieving 93 percent market share in Korea. From 1999 to 2002, Mr. Yoon held several senior executive positions with Yahoo Korea, Ltd., including acting CEO, COO and EVP. Highlights of Mr. Yoon's tenure with Yahoo Korea include sustaining year-over-year revenue growth, introducing numerous successful vertical market products and services, and helping the company to achieve its position as Korea's leading Internet portal.

"Given his vast experience and success with search technology and Internet-based ventures, Mr. Yoon's interest in NeXplore and willingness to serve on the NeXplore advisory board stands as a strong testament to the vision and capability of our executive team, and validates our product development accomplishments and planned initiatives," said Paul O. Williams, chairman of the board & chief financial officer, for NeXplore Corporation. "Mr. Yoon's guidance and support is a tremendous asset. We are thrilled to have him on the NeXplore advisory board."

**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 Corporation, visit [www.nexplore.com](http://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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