

Xplore Appoints John Graff as Vice President of Marketing



SYDNEY, Australia — March 3, 2017 — Xplore Technologies Corp. (NASDAQ: XPLR) today announced that John Graff has joined its executive leadership team as vice president of marketing. He brings to Xplore more than 25 years of business-to-business (B2B) marketing experience and a strong track record of innovation, change and evolution within the technology industry.

“John has an immensely successful track record of building highly-impactful marketing teams that have driven measurable growth in revenue and profitability,” said Brett Gross, ANZ Sales Director of Xplore. “His ability to successfully capitalise on new trends and technologies in marketing has been repeatedly recognised with industry awards and accolades from the Corporate Executive Board, Eloqua, and Forrester Research, among others. We are excited that he will now be driving our efforts to increase Xplore’s global brand awareness and further expand adoption of Xplore rugged tablets in worldwide markets, including manufacturing, mining, oil & gas, utilities, public safety and the military.”

Graff joins Xplore from National Instruments, where he spent 30 years leading sales, marketing, customer operations and product marketing teams. Most recently, he served as vice president of corporate marketing after spending five years as the vice president of sales and marketing in the Americas. Graff is an Honors graduate of the University of Texas at Austin and holds Bachelor of Science in Electrical Engineering with a minor in Marketing and Business. He’s also a science, technology, engineering, and math (STEM) evangelist and serves on the Past Presidents’ Council of the Thinkery (previously the Austin Children’s Museum).

About Xplore Technologies Xplore is The Rugged Tablet Authority™, exclusively manufacturing powerful, long-lasting, and customer-defined rugged tablet PCs since 1996. Today, Xplore offers the broadest portfolio of genuinely rugged tablets – and the most complete lineup of rugged tablet accessories – on Earth. Its mobility solutions are purpose-built for the energy, utilities, telecommunications, military and defense, manufacturing, distribution, public safety, healthcare, government, and field service sectors. The company’s award-winning military-grade computers are also among the most powerful and longest lasting in their class, built to withstand nearly any hazardous condition or environmental extreme for years without fail.

Visit www.xploretch.com for more information on how Xplore and its global channel partners engineer complete mobility solutions to meet specialised workflow demands. Follow us on Twitter, Facebook, LinkedIn, and YouTube.

Forward Looking Statements This news release contains forward-looking statements that involve risks and uncertainties, which may cause actual results to differ materially from the statements made. When used in this document, the words “may”, “would”, “could”, “will”, “intend”, “plan”, “anticipate”, “believe”, “estimate”, “expect” and similar expressions are intended to identify forward-looking statements. Such statements reflect Xplore’s current views with respect to future events and are subject to such risks and uncertainties. Many factors could cause actual results to differ materially from the statements made including those factors detailed from time to time in filings made by Xplore with securities regulatory authorities. Should one or more of these risks or uncertainties materialize, or should assumptions underlying the forward looking statements prove incorrect, actual results may vary materially from those described herein as intended, planned, anticipated or expected. Xplore does not intend and does not assume any obligation to update these forward-looking statements.

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