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Paradigm™ Appoints Richard H. Ward as Regional Vice President, China

Announcement made at the "Paradigm Energy Leadership Event" in Beijing

(BEIJING: July 28, 2008) Paradigm™ (www.pdgm.com), a leading provider of enterprise software solutions to the global oil and natural gas exploration and production (E&P) industry, announced today that Richard H. Ward has been appointed Regional Vice President, China. Ward's appointment represents Paradigm's commitment to China's expanding global energy economy.

As Regional Vice President, Ward manages and develops business and marketing strategies targeting the unique needs of oil and gas E&P interests in China. In this role, he will be able to maximize adoption and customer success from Paradigm solutions and consulting services in this globally strategic region. Located in Beijing, China, Ward directly reports to Jorge Machnizh, president and chief operating officer at Paradigm.

The "Paradigm Energy Leadership Event" was held at the Capital Club and included presentations by members of Paradigm's executive leadership team, including Paradigm CEO John W. Gibson, Jr. and Machnizh. In addition to announcing Ward's appointment, Machnizh reinforced Paradigm's ongoing commitment to bring innovative geosciences technologies to the Chinese energy industry and its continued relationship with customers in the region. Additional areas addressed included the challenges facing governments and NOCs worldwide and current industry needs. Ward used this opportunity to highlight Paradigm's existing and emerging technologies and their importance to the growing energy demand in the region.

"Paradigm has built extraordinary momentum from its unique and globally recognized position as the leading unconflicted supplier of subsurface technology to the world's oil and gas industry," said Ward. "Paradigm's potential and leadership integrity is aligned with my own values and principles, and I'm excited to be a part of China's regional opportunity."

Ward joins Paradigm with over 35 years of global business development experience in the energy industry. He has held various executive positions with BGP Ltd, serving as a marketing consultant at its headquarters in Zhuozhou, China, and as vice president of business development in Houston. At BGP, he was also responsible for strategic advising on marine and land seismic opportunities worldwide. Ward previously served on the company's merger and acquisition team, developed joint venture strategy for the Middle East, and introduced the company to opportunities in South America.

"Richard has been delivering results in executive leadership roles throughout his career, and his experience extends across five continents in numerous energy industry positions," said Gibson. "We look forward to his contribution in positioning Paradigm as one of the leading software and consulting companies, both in China and abroad."

“Richard is a recognized leader in China’s unique energy industry, and his specific experience in the region makes him valuable in capturing the enormous potential of our customers in China as they continue their quest for energy sufficiency,” said Machnizh.

Ward’s tenure as a leadership executive includes positions with Landmark Graphics, YPF S.A., Veritas Geophysical, and Western Geophysical. He has worked extensively in international business development for public and private companies in the United States, China, Latin America, Europe, Africa, Canada and the Middle East. Ward attended Trinity University in San Antonio, where he earned a Bachelor of Science degree in geology.

About Paradigm™

Paradigm B.V. (www.pdgm.com) is an industry leader in digital subsurface asset management, serving oil and gas companies worldwide. Paradigm technology solutions for seismic processing and imaging, interpretation and modeling, reservoir characterization and petrophysics, and well planning and drilling operate in an open environment to accelerate results. Paradigm has a global network of sales, consulting and support. For additional information visit Paradigm’s website at www.pdgm.com.

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