



FOR IMMEDIATE RELEASE

Paradigm Higher Order Workflow™ Unveiled at SEG 2008

Enables the concurrent execution of multi-disciplinary processes

(LAS VEGAS: November 12, 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, unveiled Paradigm Higher Order Workflow™ (H.O.W.™), at the 78th Annual Meeting of the Society of Exploration Geophysicists (SEG) in Las Vegas. Paradigm H.O.W. leverages the company's complete geophysics, geology, petrophysics and engineering solution set enabling E&P teams to develop asset knowledge under tight project timelines and thereby help customers accelerate return on assets.

H.O.W. is the collective, knowledge-building process, enabled by Paradigm's solutions continuum that builds upon prior, and enriches subsequent workflows. Unlike isolated point products, H.O.W. accesses an integrated software solution portfolio spanning many E&P domains for subsurface analysis, including:

- Seismic processing and imaging
- Interpretation and modeling
- Reservoir and subsurface evaluation
- Reservoir engineering
- Well planning and drilling engineering

"H.O.W. accesses Paradigm's continuum of integrated technology solutions in all E&P domains for subsurface analysis, crossing and connecting workflows across disciplines," said Andrew J. Stein, chief marketing officer at Paradigm. "The continuous shift to using more technology-created knowledge encourages collaboration along a common value chain and drives important efficiencies for the industry."

Paradigm H.O.W. addresses subsurface challenges by exposing supporting data to a continuum of data operations and transformations while ensuring data integrity using common interpretation and modeling canvases. Based on the popular Rock & Fluid Canvas™ and GOCAD™/SKUA™ software suites, Paradigm Higher Order Workflows:

- Concurrently engage multiple E&P disciplines across multiple domain processes to maximize project efficiency resources and schedule
- Connect industry-leading solutions through rich data models and advanced geoscience technology
- Span survey and repository boundaries for all domains across distributed data models and third-party data

"Paradigm H.O.W. enables concurrent execution of multi-domain processes," said Duane Dopkin, senior vice president of technology at Paradigm. "Working concurrently, E&P teams can continually improve reservoir property models through continuous correlation, calibration and correction, enabling asset knowledge bases to develop and thrive."

Higher Order Workflow demonstrations conducted at the SEG exhibition include the extraction of reservoir properties from seismic data using simultaneous inversion and paleo-geochronologic modeling, as well as a series of integrated interpretation demonstrations using a common data model.

For more information on Paradigm products and services, contact your regional office directly (find information at www.pdgm.com), or e-mail info@pdgm.com.

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.

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