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**Paradigm to Showcase Emerging Technologies at 2009 SPE/IADC Drilling Conference**

*Paradigm to introduce Sysdrill 2009*

**(AMSTERDAM, The Netherlands: March 3, 2009)** Paradigm™ ([www.pdgm.com](http://www.pdgm.com)), a leading provider of enterprise software solutions to the global oil and natural gas exploration and production (E&P) industry, will showcase its latest technologies at the 2009 Society of Petroleum Engineers (SPE) and International Association of Drilling Contractors (IADC) Drilling Conference and Exhibition in Amsterdam, March 17-19. Paradigm technical demonstrations will highlight recent advances in its workflow-based well planning, drilling engineering and geosteering solutions for use in exploration and development projects. The company will also formally introduce Paradigm Sysdrill® 2009, one of the most advanced well planning and drilling engineering applications in the industry.

"Paradigm is a leading provider of commercially available, contractor-independent, geosteering software solutions," said Richard Jefferies, Paradigm executive vice president, Europe, Africa and the CIS operations. "By remaining independent of rigsite services, Paradigm is uniquely positioned to provide unbiased solutions that empower operating companies to take control of the well planning and geosteering processes, and ensure optimal wellbore placement in the reservoir."

SPE/IADC attendees are invited to the Sysdrill 2009 launch at 17:00 CEST on Tuesday, March 17, at booth #24. Guests can also attend live, on-demand demonstrations of Sysdrill 2009 and related well planning and drilling engineering workflows, available daily during the exhibition. New geosteering workflows using Paradigm GOCAD®, Paradigm Geolog®, and Paradigm OpsLink™ <WITSML/> technologies will also be featured.

For more information on Paradigm products and services, contact your regional office directly at [www.pdgm.com](http://www.pdgm.com), or e-mail [info@pdgm.com](mailto:info@pdgm.com).

**About Paradigm™**

Paradigm B.V. ([www.pdgm.com](http://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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