



FOR IMMEDIATE RELEASE

Paradigm to Showcase Emerging Technologies at CPS/SEG Beijing 2009

Paradigm President and CEO, John W. Gibson, Jr., to address invited dignitaries at dinner reception

(AMSTERDAM: April 20, 2009) Paradigm™ (www.pdgm.com), a leading provider of enterprise software solutions to the global oil and natural gas exploration and production (E&P) industry, will highlight a new generation of emerging technologies and workflows at the Chinese Petroleum Society (CPS) and Society of Exploration Geophysicists (SEG) Beijing 2009 Conference and Exposition to be held April 24–27, in Beijing.

Paradigm President and CEO, John W. Gibson, Jr., will open the event at the icebreaker on Friday, April 24, 2009. Later that evening Gibson will address invited dignitaries at a dinner reception co-hosted by Paradigm.

“The CPS/SEG conference and exposition, with its theme ‘Geophysics’ Challenges, Opportunity, and Innovation’ presents Paradigm with an exciting opportunity to showcase emerging technology solutions that highlight our focus on leading science and innovation,” said Richard Ward, Paradigm executive vice president in China. “The Paradigm continuum of integrated software products for geophysics, geology, petrophysics and engineering enable E&P teams to continually manage and enrich their asset knowledge under tight project timelines for greater return on their digital investments.”

At the conference, Paradigm will feature Paradigm Higher Order Workflow™ (H.O.W.) demonstrations in subsurface imaging, interpretation, and modeling. H.O.W. is the collective, knowledge-building process, enabled by the Paradigm solutions continuum that builds upon prior and enriches subsequent workflows. Paradigm will showcase its latest H.O.W.-enabled reservoir geology solution, utilizing Paradigm SKUA™ 2009 technology. The reservoir geology workflow is completely encapsulated within a single source configuration tool for all aspects of reservoir modeling, enabling users to be more effective and accurate when implementing SKUA 2009.

Conference attendees are invited to attend live software demonstrations by Paradigm technical specialists at the Paradigm booth #250.

For more information on Paradigm products and services, contact your regional office directly (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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