



FOR IMMEDIATE RELEASE

Paradigm President and CEO to Speak at incentive2innovate Conference

John W. Gibson, Jr. to address how the exploration and production industry can utilize open innovation culture to re-energize itself and prepare for the challenges ahead.

(AMSTERDAM, Netherlands: May 28, 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, announced today that the company's President and CEO, [John W. Gibson, Jr.](#), will speak at the 2009 [incentive2innovate](#) (i2i) Conference, to be held at the United Nations in New York on June 8 and 9. The conference is hosted by The X PRIZE Foundation, with its partners BT Global Services, John Templeton Foundation, and the United Nations Office for Partnerships. The first senior-level executive event of its kind, i2i will provide an intimate forum for attendees to engage with accomplished business leaders who are on the front lines, creating innovative solutions that are increasing profits in today's slumping economy.

At the conference, Gibson will be one of the panelists on, **Creating an Innovation Culture in Your Company**, an expert session moderated by Dwayne Spradlin, CEO of InnoCentive. This working session will provide techniques for changing corporate culture through crowd sourcing, that is, the collective intelligence of external scientists, engineers and everyday individuals around the world. Discussion topics will include:

- Practical methods to create a culture of innovation through collaboration
- Concrete ways to leverage limited resources to innovate using incentivized competition
- Proven applications that will help drive innovation and improve bottom line performance

Gibson will address the need to drive new breakthroughs and accelerate innovation in the oil and gas industry by challenging the broader E&P community. Opportunities exist to accelerate advanced technology development and prepare the industry for the future if E&P leaders recognize and embrace open innovation as a viable and desirable approach.

A recognized visionary and thought leader, Gibson is a well-respected and sought-after industry advocate and spokesperson. With more than 25 years of experience in leading organizations in the global energy industry, he is considered one of the most influential IT people in the oil patch.

Gibson has been promoting the need for a new approach to technological innovation in the E&P industry by reaching out to global, collaborative, and online communities of problem solvers. In October 2008, Paradigm signed a global contract with InnoCentive to expand internal technology development by connecting the company's science and technology experts with the InnoCentive global network of "Solvers," a community of progressive physicists, chemists, mathematicians, and other scientists.

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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About The X PRIZE Foundation

The X PRIZE Foundation is an educational nonprofit prize institute whose mission is to create radical breakthroughs for the benefit of humanity. In 2004, the Foundation captured the world's attention when the Burt Rutan-led team, backed by Microsoft co-founder Paul Allen, built and flew the world's first private spaceship to win the \$10 million Ansari X PRIZE for suborbital spaceflight. The Foundation has since launched the \$10 million Archon X PRIZE for Genomics, the \$30 million Google Lunar X PRIZE and the \$10 million Progressive Insurance Automotive X PRIZE. The Foundation, with the support of its partner, BT Global Services, is creating prizes in Space and Ocean Exploration, Life Sciences, Energy and Environment, Education and Global Development. The Foundation is widely recognized as the leading model for fostering innovation through competition. For more information, please visit www.xprize.org.