



FOR IMMEDIATE RELEASE

Paradigm Extends Investment in InnoCentive-Based Research

Fault net challenge to incentivize breakthrough innovation

(GEORGE TOWN, Cayman Islands: August 11, 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 it has posted a third Challenge to the InnoCentive open innovation marketplace. By investing in open innovation, Paradigm hopes to utilize the unique talents of scientists and professionals outside the industry in order to develop progressive solutions to E&P Challenges.

Paradigm is currently offering the InnoCentive Solver community up to \$100,000.00 USD in cash incentives to develop an advanced digital representation of a three dimensional subsurface fault network. The desired solution would enable geoscientists to efficiently manipulate and perform advanced geometrical and topological queries of potentially large amounts of fault data, interpreted from seismic images. The optimum digital representation would enable geoscientists to better understand the deformation of the earth's subsurface and the migration and entrapment of economic hydrocarbons.

"Our initial collaboration with InnoCentive provided us with invaluable experience in formulating challenges to appeal to a broad network of solvers," said Huw James, Paradigm chief designer for interpretation solutions. "Paradigm applied this experience by crafting a practical but difficult Challenge that we hope will produce a result to complement and extend our own research in better understanding complex fault networks during the seismic interpretation process."

Paradigm signed a contract with InnoCentive in October 2008 to augment internal technology development and accelerate innovation delivery to the industry. The agreement connects Paradigm science and technology experts with InnoCentive's global network of "Solvers," a community of more than 180,000 engineers, scientists, inventors, business people, and research organizations

"Understanding what's happening to our earth and how best to ensure the future of our natural resources is complicated," said Dwayne Spradlin, CEO of InnoCentive. "Paradigm realizes the power of diversity and group think in solving multifaceted global challenges. Their commitment to embracing open innovation to find the best solutions for oil and natural gas exploration and production is exemplary to organizations everywhere."

For more information on Paradigm products and services, visit information at www.pdgm.com, or e-mail info@pdgm.com.

About Paradigm™

Paradigm Ltd. (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 InnoCentive, Inc.

InnoCentive was founded in 2001 to help companies innovate better. InnoCentive built the first global web community for open innovation, enabling scientists, engineers, professionals and entrepreneurs to collaborate to deliver breakthrough solutions for R&D-driven organizations. InnoCentive Seekers, who collectively spend billions of dollars on R&D, submit complex problems to the InnoCentive Marketplace where more than 180,000 engineers, scientists, inventors, business people, and research organizations in more than 175 countries are invited to solve them. Solvers who deliver the most innovative solutions receive financial awards ranging up to US\$1,000,000. InnoCentive@Work, InnoCentive's Software as a Service offering, helps organizations make the most of internal resources by uniting experts from all areas of a company in an open innovation environment that encourages cross-fertilization of ideas. For more information on InnoCentive, go to: <http://www.innocentive.com/>.

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