



FOR IMMEDIATE RELEASE

Paradigm President and CEO to Speak at IMAGINE '09: Ideas at Work

John W. Gibson, Jr. to discuss the value of open innovation at the 2009 American Astronautical Society conference

(HOUSTON, Texas: November 18, 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 [American Astronautical Society](#) (AAS) conference, [IMAGINE '09: Ideas at Work](#), to be held December 2 and 3 at the NASA Johnson Space Center, in Houston, Texas. The event will engage CEOs, entrepreneurs, astronauts, and scholars, spanning a range of industries, in an interactive forum aimed at sparking powerful new ideas within the greater space community.

A recognized visionary and thought leader, Gibson will discuss how large entrepreneurial companies are utilizing collaborative, global, web-based communities to generate creative solutions and establish a more sustainable culture of innovation. He will also investigate the pitfalls that growing companies must overcome to remain creative and competitive in rapidly advancing industries.

Gibson has become one of the most vocal and progressive proponents of new models of innovation. Under his leadership, Paradigm became the first software developer in the upstream energy industry to post critical [high-priority challenges](#) to the InnoCentive® Open Innovation Marketplace™.

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 American Astronautical Society

Formed in 1954, the American Astronautical Society (www.astronautical.org) is America's network of space professionals, technical and non-technical, dedicated to advancing all space activities. The AAS has long been recognized for the excellence of its national meetings, technical meetings, symposia and publications as well as for the impact these have had on shaping the U.S. space program.