



FOR IMMEDIATE RELEASE

John W. Gibson, Jr. to Speak at 2009 Deloitte Oil & Gas Conference

Paradigm President and CEO to discuss innovative methods for measuring potential return on technological investments.

(HOUSTON, Texas: November 24, 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 Deloitte Oil & Gas Conference](#), to be held Wednesday, December 9 in The Woodlands, Texas. [Deloitte's](#) annual Oil & Gas Conference provides a forum for senior energy executives, political leaders, industry analysts and leading industry experts to share their unique perspectives and provide valuable insight on the issues and challenges facing the future of oil and gas.

Recognized as one of the most influential IT people in the oil patch, Gibson is a well-respected and sought-after industry advocate and spokesperson with more than 25 years of experience leading organizations in the global energy industry. Gibson will address the increasing need for oil field service companies to accurately determine anticipated return on [digital technologies](#), prior to investment. As just one example of the new, creative approaches needed in the industry, he will explain why it is imperative for oil and gas companies to rank their digital seismic reprocessing projects based on potential return.

The conference will provide participants an in-depth review of the current dynamics, trends, and risk factors present in today's global and domestic energy markets. Gibson's session, "Oil Field Services: Navigating through the Down Economy," will explore how calculated investment in effective technology can ensure the survival of a company during a weak economy and position it for maximum growth upon recovery.

For more information on Paradigm products and services, visit 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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