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**Paradigm to Spotlight Real-time Geosteering
at IADC/SPE Drilling Conference and Exhibition**

Company to demonstrate contractor-independent unified software solutions

(GEORGE TOWN, Cayman Islands: January 20, 2010) 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 showcase its latest technologies at the [2010 International Association of Drilling Contractors \(IADC\) and Society of Petroleum Engineers \(SPE\) Drilling Conference and Exhibition](#) in New Orleans, Louisiana, February 2-4. Conference attendees are invited to join Paradigm at booth #433, where the company will showcase its [well planning](#), [drilling engineering](#) and [formation evaluation](#) offerings, spotlighting recent advances in [real-time geosteering](#).

Paradigm technical presentations will exhibit a series of unified software solutions, exploring the many potential benefits associated with application integration, with special attention paid to improved data integrity and usability. Demonstrations will feature key Paradigm products including [Sysdrill®](#), [Geolog® GeoSteer®](#), and [SKUA®/GOCAD®](#).

“At Paradigm, our goal is to supply engineers with powerful, contractor-independent drilling software solutions,” said Serge Sauvagnac, Paradigm vice president, USA. “Our collaborative technology portfolio is designed to provide faster, more accurate results enabling companies to reduce drilling uncertainty and increase production through optimal well placement.”

Paradigm technology specialists will be available at the conference to discuss the company’s latest advances in well planning, drilling engineering, and real-time geosteering. Technical presentations will be held at three Solution Stations, each highlighting its respective stage in the well construction process flow.

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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