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**Paradigm Media Contact**

Samhita Shah

Tel: +1 713.393.4109

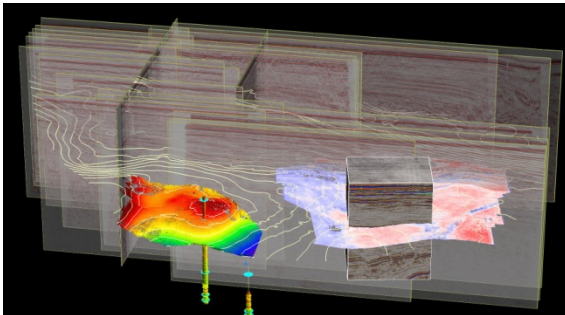
[samhita.shah@pdgm.com](mailto:samhita.shah@pdgm.com)

**Paradigm to Spotlight Rock & Fluid Canvas 2009 at GEO 2010**

*9<sup>th</sup> Middle East Geosciences Conference and Exhibition  
to highlight innovative geosciences solutions*

**(AMSTERDAM, Netherlands: February 24, 2010)** Paradigm™ ([www.pdgm.com](http://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 recently released **Rock & Fluid Canvas™ 2009** suite at the [9th Middle East Geoscience Conference and Exhibition \(GEO 2010\)](#) to be held in Manama, Bahrain, from March 7-10. Conference attendees are invited to join Paradigm at **booth 541** for live technical demonstrations with subject specialists.

Since its release in July 2009, Rock & Fluid Canvas 2009 has been instrumental in securing an increasing number of technology access agreements with Paradigm's global customer base, mainly through its ability to easily perform a wide range of [interpretation](#) functions. The suite provides each user with a customizable, integrated application framework to complete a wide variety of E&P workflows. Oil and gas companies see great efficiencies using the seamless [virtual 3D canvas](#), on which multiple datasets can be transferred, interpreted and preserved.



*Regional-to-prospect scale interpretation (multi-site, multi-user, multi-survey) in Paradigm Rock & Fluid Canvas 2009*

“Paradigm is looking forward to meeting its many customers from the Gulf region and beyond at GEO 2010,” said Andy Sutherland, Paradigm executive vice president, Europe, Africa, Middle East, India, Russia. “The latest version of the Paradigm Rock & Fluid Canvas suite launched in 2009 provides a very mature integration platform to combine interpretation and modeling activities that dramatically improves the accuracy of the results.

Furthermore, with the existing workflows that associate imaging and formation evaluation, Paradigm is increasingly identified as the preferred supplier for subsurface solutions, as evidenced by some recent enterprise contracts with international energy companies.”

Paradigm technical experts will be available to answer questions regarding the company's technology offering and its potential applications. Interested parties may also schedule one-on-one presentations for a more in-depth look at the custom software solutions available.

For more information on Paradigm products and services, please visit [www.pdgm.com](http://www.pdgm.com), or e-mail [info@pdgm.com](mailto:info@pdgm.com).

**About Paradigm™**

Paradigm Ltd. ([www.pdgm.com](http://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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