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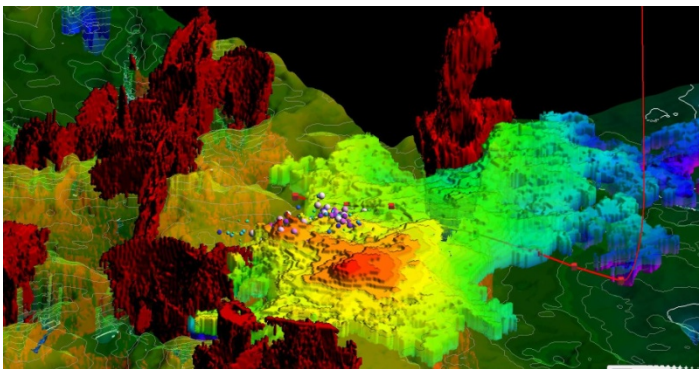
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**Paradigm to Showcase Solutions to Meet the Challenges of New Hydrocarbon Plays**

*Technical demonstrations to feature solutions for green fields, brown fields, unconventional plays and new web enabled data management.*

**(AMSTERDAM, Netherlands: March 31, 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 highlight its integrated exploration and development [software solutions](#) at the [2010 American Association of Petroleum Geologists \(AAPG\) Annual Convention and Exhibition](#) in New Orleans, LA, April 11- 14. Conference attendees are invited to join Paradigm at booth 1220 for live technical demonstrations with subject specialists.

The Paradigm AAPG technical program will feature a series of presentations dedicated to the exploration, development, and exploitation of gas shale plays. This program will illustrate the effective use of current and emerging technologies to increase hydrocarbon recovery, lower finding and development costs, and impact frac design programs for this special class of unconventional plays. A Barnett Shale play will be the featured case study exploiting new data structures and images generated from Paradigm's patented full azimuth seismic imaging technology to more accurately determine fracture orientation and intensity. Proven workflows will be demonstrated to reveal geomorphologic and structural features using advanced visualization and seismic classification technologies, and to optimize well locations using real-time stratigraphic positioning of the wellbore while drilling well.



*Ellenberger structural relief map with karst chimneys in bright red. Upper Barnett geobody with horizontal well showing stage 1 micro seismic data.*

The theater program will also include targeted solutions for brown and green fields including a series of “modeling while interpreting” demonstrations for validating interpretation data as part of the modeling process and for modeling complex topological surfaces. The interpretation validation demonstration exploits a new 3D chrono-stratigraphic flattening procedure to highlight structural problems with the interpretation and to suggest corrective actions.

Paradigm will showcase its advanced [Paradigm™ SKUA®](#) reservoir modeling technology with the application of the software to facies modeling predicted by seismic and electro facies classification procedures and the application of SKUA to guide a steam-assisted gravity drainage (SAGD) project in the Canadian oil sands.

In the area of data management and interoperability, Paradigm will present its Web Asset Manager (WAM), a unique online data management system for querying, assembling, geo-referencing, and performing quality control of distributed data at the project level. WAM provides powerful global

search capabilities for massive datasets when creating projects from multi-vintage and multi 2D and 3D surveys and data types.

"In line with Paradigm's long-established tradition, our theatre presentations will be rich in new ideas, advanced technology and innovative ways to get the most out of your data with proven workflows," said Bruno de Ribet, Paradigm technology director Americas.

AAPG attendees can view 30-minute live software demonstrations presented by technical specialists each day starting at 9:00 AM CST. Technical experts will also be available to answer questions regarding the company's technology offering and its potential applications. Interested parties may also get one-on-one presentations for a more in-depth look at specific workflows or software solutions. For a complete demonstration schedule, please contact Samhita Shah by phone at +1 713-393-4800, or by e-mail at [samhita.shah@pdgm.com](mailto:samhita.shah@pdgm.com).

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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