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Paradigm Appoints James Lamb as Executive Vice President of Sales Operations

Lamb to lead sales operations, customer support and sales marketing initiatives worldwide.

(AMSTERDAM, Netherlands: May 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, announces the appointment of James Lamb as executive vice president of sales operations. In this role, Lamb will direct global sales efforts and lead customer support and sales marketing initiatives of Paradigm's leading technology and data management platform worldwide. He will directly report to Eldad Weiss, Paradigm's chief executive officer. The appointment is effective immediately.

"I would like to congratulate James for undertaking this important global position," said Eldad Weiss. "Applying James' experience and proven success in driving and managing large scale deployment of our solutions to the global sales operations will further substantiate and accelerate Paradigm's growth."

Since joining Paradigm in 2004, Lamb has held positions of increasing responsibility including regional vice president of Canada, corporate vice president of business development and regional vice president of the United States. His most recent position was executive vice president of the Americas. Lamb is a geoscientist and business development professional with over 18 years of experience in the E&P industry.

For more information on Paradigm products and services, please visit www.pdgm.com, or e-mail info@pdgm.com.

About Paradigm™

Paradigm B.V. (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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