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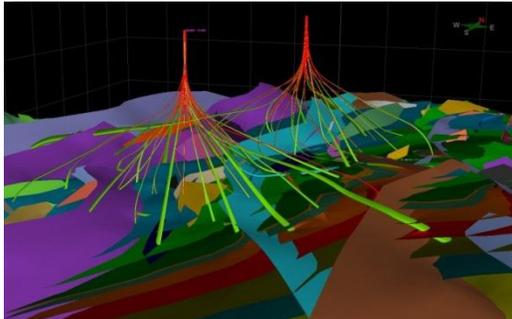
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**Paradigm to Demonstrate Productivity without Compromise
at IADC/SPE Drilling Conference and Exhibition**

Company to highlight its well planning and drilling, geosteering and formation evaluation solutions.

(AMSTERDAM: February 26, 2013) Paradigm™ (www.pdgm.com) will showcase its latest technologies at the [2013 SPE/IADC Drilling Conference and Exhibition](#) in Amsterdam, March 5-7. Conference attendees are invited to join Paradigm at booth #339, where the company will present its [Sysdrill® well planning and drilling engineering](#) and [Geolog® formation evaluation](#) offerings, including real-time [geosteering](#) using WITSML data.

Both Sysdrill and Geolog are designed to reduce drilling risk by assisting drilling engineers to plan wells more safely and accurately, drill on time and on budget, and optimize wellbore placement in the reservoir using WITSML data.



Wells and geological formations shown in Sysdrill 2012 3D view.

This year's event coincides with a significant expansion of the Sysdrill user base. "Paradigm's solutions allow our customers to get the most from all of the available real-time data and increase confidence in their geosteering decisions." said Robert Innes, director of well planning and drilling at Paradigm. "Therefore, we are especially pleased to welcome our new and established customers to our stand at IADC/SPE, where we look forward to previewing our new release for them. In keeping with our tradition of close collaboration with our users, this release will incorporate many new features which they've requested."

Paradigm subject matter experts will be available for one-on-one demonstrations of specific workflows and software applications featuring three key technologies:

- Well Planning & Survey Management
- Drilling Engineering
- Real-time Geosteering using WITSML

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

About Paradigm™

Paradigm (www.pdgm.com) is the largest software company focused exclusively on the delivery of analytical and information management solutions for the oil and gas industry. Customers rely on Paradigm software to discover and extract hydrocarbon resources and make better business decisions. Paradigm software solutions span critical exploration and production disciplines, from seismic processing and imaging to interpretation and modeling, reservoir characterization, and well planning and drilling. Providing the industry with quality support and productivity tools since

1987, Paradigm operates globally from more than 30 customer service and technology facilities on six continents.

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