



News Release

For information contact: **Mark G. Allen**
Paradigm
marka@pdigm.com
(316) 554-9225 ext. 122

Paradigm Expands Houston Office and Sales Force

August 11, 2006 (Wichita, KS) -- Mark G. Allen, Partner and President of Wichita, KS-based Paradigm, announced today the expansion of its Houston, Texas office with the addition of a Sales Representative to its team.

Peter M. Ryther, an experienced sales executive, comes to Paradigm with nearly twenty years of sales experience. A seasoned professional with an impressive background in new business development and the sale of enterprise solutions, he has worked in a variety of industries including oil and gas, healthcare, financial, life sciences and homeland security. In his new role at Paradigm, Ryther will be pursuing new business opportunities in Texas and on the west coast. To contact Mr. Ryther, please call (713) 446-2533 or email peterr@pdigm.com

Founded in 2000, Paradigm has enjoyed exponential growth by producing innovative and cutting edge GIS applications and strategic, results-oriented public awareness direct mail programs.

“With the oil and gas industry now faced with new regulatory public education requirements, our mission to serve pipeline operators is more important than ever,” said Mark Allen. “As part of Paradigm’s continued growth, adding Mr. Ryther to our sales team is a positive and necessary step to create awareness of our services.”

The Paradigm Alliance, Inc. provides public awareness direct mail programs for pipeline, transmission, gathering and distribution operators nationwide. Based in Wichita, KS, the company also has locations in Houston, TX and Washington, DC.
<www.pdigm.com>

#

This document is confidential and proprietary property of The Paradigm Alliance, Inc.
This document cannot be reproduced or distributed without written permission.
©2006 The Paradigm Alliance, Inc. All Rights Reserved
8/15/2006

Wichita
888.508.4449

Houston
832.364.6704

Washington, DC
202.756.7757