



NEWS RELEASE

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Paradigm First to Implement Parcel Point Geocoding for Pipelines

January 28, 2008 (WICHITA, KS)—Paradigm, an innovator in public awareness for the pipeline industry, leads the way by being the first in the industry to adopt parcel point geocoding. This application program is the most comprehensive solution of geocoding for address accuracy.

Parcel point geocoding works by combining USPS postal data with spatial data to offer a unified data source. Paradigm® uses advanced geocoding techniques cascading against three data sources: parcel-point data, Tele Atlas and NAVTEQ street data. Paradigm® will use this application to more accurately target residences and businesses located near pipelines and facilities nationwide.

“We are very excited about this new program and how it will improve the accuracy of our services to clients,” said Mark Allen, president. “Being the first to use parcel point geocoding is another way that we lead the industry.”

About Paradigm

Currently serving more than 500 pipeline, transmission, gathering and distribution operators nationwide, Paradigm® has been providing public awareness programs and liaison services for the oil and gas industry since 2000. Based in Wichita, KS, the company also has offices in Houston, TX and Indianapolis, IN. For more information, visit www.pdigm.com.

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