

News Release

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Paradigm Growth Continues - Management Team Named

January 24, 2006 (Wichita, KS) -- Mark G. Allen, Partner and President of Wichita, KS-based Paradigm, announced today the formation of an executive management team.

Steve McGaffin, former Director of GIS Production at Paradigm, was promoted to Vice President, Production. McGaffin, one of the first employees of the company, has six years of Geographic Information Systems (GIS) production experience.

John Funderburk was promoted to Vice President, Sales and Marketing. Former Account Service Representative for two years, Funderburk came to Paradigm with ten years experience in the printing industry.

A Certified Public Accountant, **Dalen Ziesch** has been hired as Vice President, Accounting. He brings to Paradigm 16 years experience in public/private accounting, most recently holding the position of Controller for ten years.

The fourth member of the management team, **Matt Brunett**, is the existing Vice President, GIS and has been with Paradigm since the company's inception. Brunett is a GIS professional with 18 years experience, nine of which was spent with ESRI, the nation's leading GIS software development company.

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.

"Over the past 12 months, Paradigm has nearly doubled in size. To maintain the level of customer service our clients currently enjoy and manage the growth of the company, adding an experienced management team is a wonderful move forward," said Allen. "We are strategically positioned as the industry leader in providing public awareness direct mail programs," Allen continued "and I have every confidence the talented new management team will not only maintain Paradigm's current position in the marketplace, but ensure future growth and success."

In October 2005, Paradigm was awarded the prestigious Metro Award for the second fastest growing company in Wichita. The Metro Awards honor the fastest-growing, privately held companies in the Greater Wichita area. Allen, Gibbs & Houlik, L.C., Wichita State University's Center for Entrepreneurship and the Wichita Business Journal cooperatively sponsor the competition. Chosen from several hundred nominations each year, a finalist must be an independent, privately-held corporation, proprietorship or partnership, headquartered in Sedgwick or surrounding counties and must meet certain revenue criteria.

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>

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