



NEW PARADIGM RESOURCES

NEW PARADIGM RESOURCES GROUP WELCOMES ED GUBBINS AS A SENIOR ANALYST

Industry Veteran Brings Experience Examining Communications Markets, Technologies

CHICAGO, February 22, 2010 – New Paradigm Resources Group, Inc. (NPRG), a leading research and consulting firm covering communications service providers, announced that Ed Gubbins, former Executive Editor for *Telephony* magazine (now *Connected Planet*) has joined the firm as a Senior Analyst. In this role at NPRG, Gubbins will build on the extensive range of work he performed over the past decade at Telephony, and he will be involved in the firm’s research programs covering business communications markets, emerging IP services and applications of new technologies.

“Emerging technologies will continue to not only displace legacy systems and disrupt the status quo but create an entirely new set of business protocols,” said NPRG Executive Vice President Craig Clausen. “Clients turn to NPRG as experts who understand these technologies and their implications, see ‘big-picture’ trends, and can anticipate future advances to help them stay ahead of the curve. Ed brings additional depth and new perspectives to our team of senior analysts, and he helps expand our analytical capabilities.”

“I’m excited and proud to be joining such a team of experts,” Gubbins said. “I’ve been familiar with NPRG since I began covering the telecom industry in the ‘90s when I made extensive use of their reports examining emerging competitive carriers. Like so many others I’ve spoken with over the years, I’ve developed a deep respect for NPRG and its team.”

Gubbins has over a decade of experience researching and writing about the telecommunications industry. At Telephony and Connected Planet, he kept examined a wide variety of topics, from broadband and business telecom services and providers to new communications technology innovations and regulatory matters.

About New Paradigm Resources Group

New Paradigm Resources Group, Inc. (NPRG) is one of the nation’s foremost research and consulting firms focused on analyzing and explaining the converging telecommunications and information industries. NPRG provides clients with real-time access to our knowledge base and industry expertise to support clients’ needs for increasingly robust data, information and analyses on the communications industry. NPRG was founded in 1993 and is headquartered in Chicago. Additional information about New Paradigm Resources Group is available at www.nprg.com and <http://reports.nprg.com>.

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