

VON Conference Attendees to Receive Exclusive Research Report

New Paradigm Resources Group Examines Service Providers' Next-Generation Migration Path

PHOENIX, AZ, July 13 – Virgo Publishing and New Paradigm Resources Group, Inc. (NPRG) announced today that full-conference attendees at the VON Conference & Expo, Sept. 21-23 in South Beach, Fla., will receive copies of an exclusive research report entitled "The Competitors' Migration: Who's Where Along the Next Gen Curve."

Developed exclusively for VON by NPRG, and available free of charge to VON attendees, this report includes a timely assessment of telecom service providers' continuing circuit-to-packet migration, including where the industry is in this transformation and which competitors are leading the way.

NPRG's custom research and analysis will answer these critical questions:

- Where does the communications industry stand on the IP migration path?
- What are the critical drivers for pushing providers down the path?
- Which sectors – MSOs, CLECs, ISPs, VoIP, Wireless – are leading the IP migration?
- Which competitors are leading and which are lagging?
- What are the implications of this migration for your business?

"We're excited to be working with VON and we look forward to providing VON attendees with some key insights and data," said Craig Clausen, executive vice president at NPRG. "This report will engage our top analysts in crafting a vision of the future of the telecom industry."

"The circuit-to-packet migration really lies at the heart of what VON 2009 is all about," said VON editor-in-chief Richard Martin. "I'm excited to have NPRG as a key research partner for the show, and I can't wait to read their latest analysis of the direction of the industry."

Taking place at the Miami Beach Convention Center, Sept. 21-23, the VON Conference & Expo will gather industry-leading service providers and innovative vendors to discuss and debate the upheavals transforming the \$2 trillion telecommunications industries. Tracks at the Conference will cover Mobile & Wireless, Unified Communications, Cloud/Hosted/Open Source,

and “Migrating to IP-Centric Environments in Tough Times.” For more information please go to www.von.com/expo.

To register for the VON Conference & Expo, go to www.vonexpo.com for a full agenda and travel information.

About The VON Conference & Expo

Focused on service provider transformation and the future of IP communications, the VON Conference & Expo showcases the best of the global IP communications world for service providers and large enterprises. Roundtables, keynotes, panels and Q&A sessions go beyond the pitch to examine the financial, operational, marketing and technological strategies, best practices and solutions for introducing innovative applications and products that resonate with users. Meanwhile, the exhibit floor features industry leaders and exciting startups with plenty of opportunities to interact with key decision-makers and industry luminaries. VON is the only IP-focused event of its kind.

For more information, visit www.vonexpo.com

About Virgo Publishing

Virgo Publishing is a dynamic information services company specializing in communications through print and electronic media, trade shows and special events, education and training, and value-added business services. In general, each print magazine serves as a platform to create communities through the integration of publishing, events and the Web. For information, visit www.vpico.com.

Virgo Publishing produces business-to-business media and conferences across four verticals. Virgo Publishing’s Telecom Division includes four leading brands: [xchange](#), [PHONE+](#), [Billing & OSS World](#) and [VON](#). It also includes three trade shows: [Channel Partners Conference & Expo](#), [Billing & OSS World Conference & Expo](#) and the [VON Conference & Expo](#).

About New Paradigm Resources Group, Inc.

NEW PARADIGM RESOURCES GROUP, Inc. (NPRG) is among the nation's leading strategic research and consulting firms serving the range of companies operating in and affected by the communications industry. NPRG identifies, analyzes and forecasts emerging trends and technologies, and provides clients with market data and information on competitive developments and innovation affecting their businesses. NPRG's services

support the mission-critical decisions made by enterprise end-users, service providers, technology developers and financial institutions, enabling them to successfully navigate evolving market conditions.