



NEW PARADIGM RESOURCES

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NEW PARADIGM RESOURCES GROUP ANNOUNCES THE LAUNCH OF ITS *VOIP TRACK*

CHICAGO, October 8, 2008 – New Paradigm Resources Group, Inc. (NPRG) today launched coverage of the VoIP sector as part of its continuous information service. Provision of VoIP service now emerges from nearly every major telecom sector, with VoIP as well as related services offered across a broad spectrum of customer segments. NPRG's ongoing coverage and analysis of this burgeoning sector is now available as an online service; providing clients with a range of analytical reports. These include extensive sector analyses, forecasts and detailed coverage of nearly 40 industry-leading VoIP providers.

NPRG's *VoIP Track* is part of the firm's *Continuous Information & Advisory Services*SM - extending and improving access to the latest offerings from NPRG's 15 years of comprehensive industry analysis. Through this service NPRG analysts provide clients with current insights on important sectors, updating critical intelligence as it's acquired. Clients of NPRG's *VoIP Track* now have access to the most up-to-date sector- and company-specific information addressing the VoIP space.

"Today's VoIP services deliver 'Class 5 functionality in a box' to almost any business - these enhanced features have replaced price as the primary driver," noted Joe Kestel, NPRG's Director of Research and Advisory Services. "Awareness of VoIP among businesses has reached a tipping point; sales pitches are no longer, 'this is what VoIP is,' but rather, 'now's the time to jump in.'"

"VoIP continues to see healthy growth across all customer segments - from residential to business to wholesale," said NPRG's Executive Vice President and COO Craig Clausen. "Market opportunities continue to emerge for carriers in the VoIP arena."

Among the key findings of NPRG's most recent **VoIP sector** intelligence:

- Total VoIP revenue growth is up nearly 30%, with residential, business, and wholesale customer sectors up 34%, 32%, and 9% respectively.
- Sale and maintenance of traditional TDM circuit voice technology is quickly becoming an expensive and impractical albatross round the necks of VoIP carriers. In order to eliminate redundant expenditure, carrier services are rapidly converging onto a single IP network.
- VoIP carriers are aggressively developing and rolling out new products and services, such as SIP Trunking, to meet growing demand for a range of voice services and in order to remain competitive.

- More than 50 million people in the U.S. use some kind of VoIP service, including PC to PC services, such as AIM and Skype.
- A diverse set of service providers - including Cable MSOs, Pure-Plays, and Wholesalers - are persuading a growing number of small to medium-sized business customers to adopt IP-based services. Businesses are convinced that gains accruing to productivity features and long term cost-savings must be weighed in calculating the opportunity costs of not switching to VoIP.

About NPRG's Continuous Information & Advisory Services

NPRG's *Continuous Information & Advisory Services*SM are available on a subscription basis. For more information, contact us at 312-980-7848 or info@NPRG.com. Visit www.NPRG.com for information on our *Continuous Information & Advisory Services*SM, *NPRG Insights* and our *Communications Innovators Podcast Series*.

CIAS delivers the most current, granular, company- and sector-specific data. Its services, much in line with NPRG's history of accuracy and excellence, bring together hard numbers as well as information and analysis, all in a dynamic online environment. Tying together NPRG's established services while adding dynamic components, CIAS gives clients access to NPRG's data, information, insights, and analyses via a unified bespoke portal. CIAS is flexible enough to meet the information and advisory needs of decision-makers throughout the communications space, whether tactical (company- and market-level) or strategic (sector- and industry-level).

About New Paradigm Resources Group, Inc.

New Paradigm Resources Group, Inc. (NPRG) is the nation's leading strategic consulting and research firm catering to innovators within the communications industry. NPRG provides business strategy and technology advice to our clients. We identify, analyze and forecast emerging technologies and trends; support mission critical decision-making processes for service providers, technology developers as well as financial institutions. We deliver proven business strategies, product plans and market forecasts, enabling clients to succeed amidst evolving market conditions.

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