



NEW PARADIGM RESOURCES

FOR IMMEDIATE RELEASE

Contact: Craig Clausen
New Paradigm Resources Group
T: 312-980-7840
cclausen@NPRG.com

**NEW PARADIGM RESOURCES GROUP ANNOUNCES
THE LAUNCH OF ITS
*BROADBAND WIRELESS TRACK***

CHICAGO, September 22 , 2008 – New Paradigm Resources Group, Inc. (NPRG) today announced the launch of its 2008 continuous information service covering the Broadband Wireless (BBW) sector. BBW providers are defined as carriers using spectrum in the 6GHz. range and below to deliver wireless voice and data services. NPRG’s ongoing coverage and analysis of this expanding sector will be provided as an online service and will provide clients with a range of analytical reports including extensive sector analyses, forecasts, and coverage of 20 industry-leading broadband wireless providers.

NPRG’s *Broadband Wireless Track* is part of the firm’s *Continuous Information & Advisory Services*SM. These services were developed to extend and improve upon the array of extensive industry analysis reports NPRG has produced for nearly 15 years. By regularly updating critical information, NPRG analysts provide clients with the most current insights on any of the sectors it covers. Clients of NPRG’s *BBW Track* are the latest to benefit since they will be able to access the most up-to-date sector- and company-specific information on this increasingly important sector.

“The broadband wireless industry is making use of new innovative technologies to ensure their continued successes,” noted Joe Kestel, NPRG’s Director of Research and Advisory Services. “In this report, we continue to see a creative use of both licensed and unlicensed spectrum.”

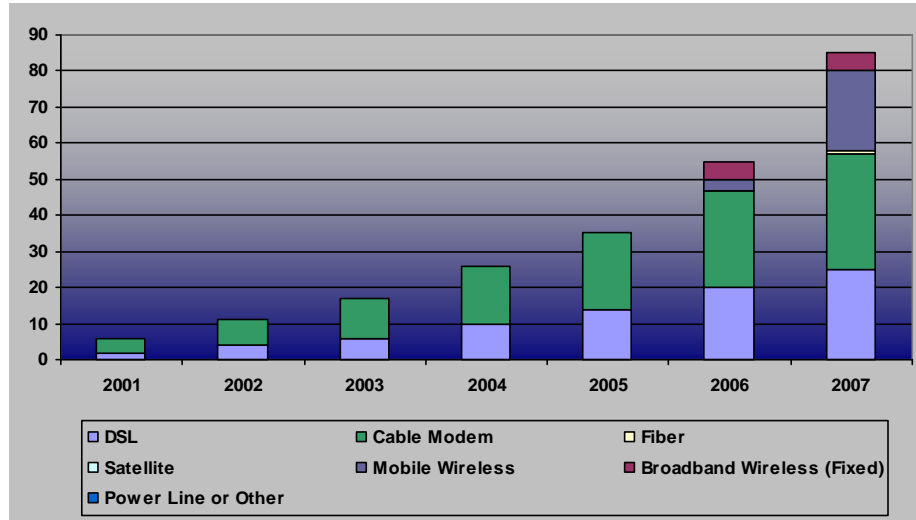
“This constantly evolving telecommunications sector is settling in for long-term growth,” NPRG Senior Vice President Craig Clausen said. “The broadband wireless providers covered in this report are industry leaders in their own right and have proven they are here to stay.”

Among the key findings of NPRG’s most recent research on the **Broadband Wireless sector**:

- 50% of covered providers have been involved in merger and acquisition activity in the past five years. From small local players to large national providers, the broadband wireless industry is showing signs of consolidation, with existing carriers emerging stronger than ever.
- 20% of broadband wireless providers offer wireless VoIP in all market tiers. BBW providers are expanding their service offerings. NPRG expects the number of broadband wireless companies offering wireless VoIP to continue to rise.

- Broadband wireless providers are holding their ground in the increasingly competitive telecommunications marketplace.

**High-Speed Data Lines (over 200 kbps in at least one direction)
by Technology
(millions of lines)**



- Market penetration increased to 15.5% in 2007, up from 14.5% in 2006. Broadband wireless providers continue to increase their market penetration rates by targeting geo-market tiers rather than customer tiers.

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, information and analysis, long a hallmark of NPRG, in a dynamic online environment. By tying together NPRG's established services and adding dynamic components, CIAS gives clients access to NPRG's data, information, insights, and analyses via a unified and customized portal. CIAS is flexible enough to meet the tactical (company- and market-level) and strategic (sector- and industry-level) information and advisory needs of decision-makers throughout the communications space.

About New Paradigm Resources Group, Inc.

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