



NEW PARADIGM RESOURCES

## FOR IMMEDIATE RELEASE

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### NEW PARADIGM RESOURCES GROUP ANNOUNCES THE LAUNCH OF ITS *CLEC TRACK* AS PART OF THE *CONTINUOUS INFORMATION & ADVISORY SERVICES*

**CHICAGO, March 25, 2008** – New Paradigm Resources Group, Inc. (NPRG) announces the launch of its 2008 continuous information service covering the CLEC sector. This online service provides clients with a range of analytical reports including extensive sector analyses, forecasts, and coverage of facilities-based CLECs.

NPRG's *CLEC Track* is part of the firm's *Continuous Information & Advisory Services*<sup>SM</sup>. 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 data and information, NPRG analysts will provide clients with the most current insights on any of the sectors it covers. Clients of NPRG's *CLEC Track* will be the first to benefit since they will be able to access the most up-to-date sector- and company-specific information on this constantly evolving sector.

"We've always taken great pride in the quality and content of the industry analysis reports our team has produced," noted Joe Kestel, NPRG's Director of Research and Advisory Services. "Our *Continuous Information and Advisory Services*<sup>SM</sup> extend our capabilities even further, enabling our analysts to provide clients high-quality data and analyses on a continuous flow basis."

Referring to the company's most recent research on the CLEC sector, NPRG Senior Vice President Craig Clausen said, "After sifting through the rubble of telecom's nuclear winter, the competitive telecom sector showed strong signs of re-solidifying during 2007. CLECs have begun implementing the innovative product strategies necessary to take their businesses to the next level and establish foundations for real growth."

Among the key findings of NPRG's most recent research on the **CLEC sector**:

- Competitors shift focus from consolidation to integration. The relative slowdown in acquisitions during 2007 is symptomatic of a new equilibrium in the sector, as deals

that “make the most sense” have already been made and there are fewer distressed organizations whose assets are available at a discount.

- CLECs are experiencing emerging competition from non-traditional providers. The rise of standalone VoIP providers and Virtual Network Operators (VNOs) has presented yet another option for customers. Both VoIP providers and VNOs present a unique challenge to CLECs because they often have little or no capital expenditures for network builds or maintenance.
- IP is everywhere. The bottom line is that today’s quickly-evolving digital landscape is accelerating the development of higher-bandwidth, IP-based data and video applications. As a result, most CLECs are phasing out their analog-based product offerings in favor of more digital products, and they’re using IP infrastructures to offer these products at lower price points than the incumbents.
- The technology evolution continues to converge networks. Softswitches and voice over Internet protocol (VoIP) have revolutionized telephony. Both softswitches in particular and VoIP in general have lowered the barriers to entry in the voice market and enabled CLECs to flatten their network architectures.

NPRG’s *Continuous Information & Advisory Services*<sup>SM</sup> are available on a subscription basis. For more information, contact Craig Clausen at 312-980-7840 or [cclausen@NPRG.com](mailto:cclausen@NPRG.com). Visit [www.NPRG.com](http://www.NPRG.com) for information on our *Continuous Information & Advisory Services*<sup>SM</sup> and NPRG Podcasts and Research Briefs.

### **About NPRG’s Continuous Information & Advisory Services**

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.

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