



NEW PARADIGM RESOURCES

FOR IMMEDIATE RELEASE

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**NPRG to present its latest insights on
Cable's Real Competitive Threat to Telcos' Core Markets**

Stephen Hernan, NPRG Lead Analyst Cable & Video, to

**Address AT&T's Telecom Trends Luncheon
in Conjunction with OSP 2007 Expo**

"Cable Competition Heats Up: A 'Street-Level' Look at the Cable MSOs."

New Paradigm Resources Group, Inc. (NPRG) Analyst, Stephen Hernan, will be presenting the firm's most recent findings and analysis on cable's competitive threat to telecom carriers' core markets. Mr. Hernan will be addressing AT&T's Leadership Calibration Meeting during its *Cable Competition Heats Up: A "Street-Level" Look at the Cable MSOs* session. This session will be held on Thursday, Aug. 30th at AT&T's Telecom Trends Luncheon to be held in conjunction with OSP 2007 Expo in San Jose, California.

Mr. Hernan's session will provide a critical perspectives on the cable industry's status, trends, and future direction with an emphasis on how these new developments may impact telecom carriers, with a special focus on implications for AT&T, the largest communications holding company in the United States and worldwide and an OSP EXPO 2007 Provider Partner. The presentation will also highlight the cable MSOs' competitive movements and initiatives in the areas of commercial broadband, telephony, and video; and it will provide a "street-level" snapshot of some of the cable companies' recent forays into markets that were traditionally serviced by the incumbent telcos.

"We are thrilled to offer New Paradigm Resources Group and Stephen Hernan the opportunity to continue to expand our educational offerings and truly showcase best practices," said Sharon Vollman, Vice President/Editorial Director, OSP® Magazine "Our Partner Provider AT&T will benefit from this educational event."

To set up an interview with Mr. Stephen Hernan in advance of his presentation, please call NPRG at 312.980.7848. For more information about OSP EXPO 2007 please call 847.202.4688 x. 288 or visit ospmag.com/expo to register.

About NPRG

New Paradigm Resources Group, Inc. (NPRG) is the leading strategic consulting and research firm for innovators within the communications industry. NPRG provides clients with actionable insights through in-depth primary research and industry analysis. Our Continuous Information and Advisory Services deliver real-time data, information, and analyses to our clients, enabling them to make the mission critical decisions necessary to stay at the forefront of this evolving industry. For additional information about NPRG, call (312) 980-7848 or visit us at www.nprg.com.

About OSP EXPO

OSP EXPO is owned by Practical Communications Incorporated (PCI), a world class publisher of technology information resources, dedicated to advancing technology businesses with niched magazines and trade shows. OSP EXPO 2007 is the telecom industry's only "how-to" educational trade show showcasing more than 250 exhibitors, and 35+ regular and advanced paid seminars offering attendees the opportunity to receive continuing education credits. The Broadband Deployment Marketplace, OSP EXPO, will take place August 28-30, 2007 at McEnery Convention Center, San Jose, CA. For more information call (847) 202-4688 x. 228 or visit ospmag.com/expo.

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