

**July 16, 2008 – NEW BRAND LOOK FOR PARADIGM**

Paradigm Capital today launched its new brand look at a get-together of 150 clients and friends in its Toronto office.

The new look includes a re-designed logo, new website and advertising campaign in the Globe & Mail and Calgary Herald.

“This truly captures the spirit of our company,” says company CEO David Roland. “Our goal was to reflect who we are – progressive, energetic and innovative.”

Paradigm engaged the services of Toronto-based branding and communications company Gilbert + Davis to create the new look.