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Centris and New Paradigm Research Group Announce Strategic Alliance to Expand Market Analysis Services for US Telecommunications Industry

OCTOBER 19, 2010 - FORT WASHINGTON, PA and CHICAGO, IL - Centris and New Paradigm Resources Group, Inc. (NPRG) announced today that they have formed a strategic alliance to expand the scope of market analysis services available to companies in the telecommunications industry.

Centris is a marketing science organization that develops quantitative marketing data at a local market level. NPRG is an industry analysis and research firm focused on providing analytical reports and consulting services to its clients. The alliance will allow NPRG to offer clients its traditional research services supported by Centris' extensive quantitative data-driven services.

According to William J. Beaumont president of Centris, the new arrangement is a logical fit for Centris. "Our data and market models will now be available to a broader market and supplemented by the insight and analysis provided by NPRG," Beaumont noted.

Craig M. Clausen, executive vice president of NPRG stated the initial focus of the new relationship will be the business telecommunications market in the United States. "Centris' data and ongoing market surveys open the door for NPRG's analysts to produce even more detailed reports and analyses for our clients," Clausen observed. "Centris has an exceptional team and we're looking forward to working closely with them."

The two firms expect to introduce their first collaboratively produced reports later in the year, which will focus on the market share of cable companies, ILECs, and other providers of telecommunications business services. "These reports will be "must-haves" for any communications service provider needing detailed data and insights into market size and the opportunities available to them," Clausen noted. "The incumbent carriers, cable providers, satellite companies, wireless service providers and technology vendors will be especially interested in the information our alliance delivers."

About Centris

Centris is a member of the AUS Group, one of the top research organizations in the United States. Centris provides market intelligence on buyers' preferences and behaviors relating to the purchase and use of voice, video and data services. Centris conducts daily market surveys providing clients with tracking reports and custom studies. In addition, Centris develops and maintains analytic models and provides consulting services to help marketers plan and evaluate their marketing strategies, track competitor actions and optimize their marketing mixes. Centris helps its clients grow revenue, expand margins and build strong brands. For more information, please visit www.centris.com.

About NPRG

NEW PARADIGM RESOURCES GROUP, Inc. (NPRG) is among the nation's leading strategic consulting and research firms serving the full gamut of companies comprising the communications industry. We identify, analyze and forecast emerging trends and technologies, and provide clients with market data and information on competitive developments and emerging opportunities affecting their businesses. Our services support the mission-critical decisions made by end-users, service providers, technology developers and financial institutions, enabling them to navigate evolving market conditions.

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