



## PARETO COMPLETES PLAN OF ARRANGEMENT

### FOR IMMEDIATE RELEASE

**Toronto, Ontario – March 17, 2011 – Pareto Corporation** (TSX: PTO) ("**Pareto**" or the "**Corporation**") is pleased to announce the successful completion of the previously announced plan of arrangement (the "**Arrangement**") involving 2271456 Ontario Inc. (the "**Purchaser**") and Pareto Holdings Ltd. ("**Parent**") (which is controlled by Riverside Capital Appreciation Fund V, L.P.).

The Ontario Superior Court of Justice granted a final order approving the Arrangement on March 16, 2011. Pareto has previously received the requisite approval for the Arrangement at a meeting of its security holders held on March 14, 2011. The common shares of Pareto will be delisted from the Toronto Stock Exchange at the close of trading on March 18, 2011 following which Pareto also will seek to cease to be a reporting issuer under applicable Canadian securities laws.

On March 17, 2011, the Purchaser acquired 35,569,262 common shares of Pareto being all of the issued and outstanding common shares of Pareto at a value of \$2.72 per common share pursuant to the Arrangement carried out under Section 182 of the *Business Corporations Act* (Ontario).

Pursuant to the terms of the Arrangement, Pareto and the Purchaser amalgamated and continued as one corporation under the name "Pareto Corporation".

After giving effect to the Arrangement, **Parent** beneficially owns 35,569,262 common shares of Pareto being all of the issued and outstanding common shares of Pareto. The purpose of the Arrangement was to permit Parent to acquire all of the issued and outstanding common shares of Pareto.

Full details of the Arrangement and certain other matters are set out in the management information circular of Pareto dated February 11, 2011. A copy of the definitive agreement, management information circular, and other meeting materials can be found on SEDAR at [www.sedar.com](http://www.sedar.com).

### **About Pareto Corporation**

Pareto Corporation is a Shopper Marketing company that offers marketing execution solutions to leading companies in a broad range of industry sectors. Pareto provides measurable, quantifiable services that complement our clients' marketing and sales departments. For more information, please visit our website at [www.pareto.ca](http://www.pareto.ca).

### **About The Riverside Company**

Riverside Capital Appreciation Fund V, L.P. is one of the funds of The Riverside Company. The Riverside Company is a global private equity firm focused on acquiring growing enterprises valued at up to \$200 million. The firm partners with strong management teams and enhances its investments through acquisitions and organic growth. Since its founding in 1988, Riverside has invested in more than 245 transactions with a total enterprise value of more than \$5.8 billion. The firm's portfolio in North America, Europe and the Asia Pacific region includes 74 companies with roughly 13,000

employees. Riverside completes acquisitions smoothly thanks to \$3.2 billion in assets under management, more than 195 professionals in 19 offices, and longstanding relationships with partner lenders. For more information, please visit the firm's website at [www.riversidecompany.com](http://www.riversidecompany.com).

Parent has its registered office at Suite 1700, Park Place, 666 Burrard Street, Vancouver, Ontario, V6C 2X8. A copy of the early warning report filed by Parent in connection with the completion of the Arrangement is available under Pareto's profile at [www.sedar.com](http://www.sedar.com). Please contact one of the individuals listed below in order to obtain a copy of the early warning report.

***This press release contains forward-looking statements related to expected future events and financial operating results of Pareto that involve risks and uncertainties. Actual results may differ materially from management expectations as projected in such forward-looking statements for a variety of reasons, including market and general economic conditions and the risks and uncertainties detailed from time to time in Pareto's SEDAR filings.***

**For further information:**

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