



PARETO SECURES MAJOR NEW CONTRACT WITH LEADING CANADIAN RETAILER

TORONTO, ONTARIO, July 29, 2010 – Pareto Corporation (TSX: PTO), a leading Shopper Marketing company, today announced that it has signed a five-year contract to provide a range of in-store marketing and promotional services to a major Canadian retailer. Some of the services will be provided by Pareto, to the retailer via a professional services firm which Pareto has partnered with on this project.

“This contract further demonstrates our sales momentum with new clients and reinforces the growth of Shopper Marketing as a key component of a successful marketing strategy,” said Kerry Shapansky, Pareto’s President and CEO. “By applying our retail expertise and proprietary technologies, I am confident we will be able to help this important new customer sell more in all their stores across Canada.”

The contract is expected to generate approximately \$14 million in revenue annually for Pareto beginning in the fourth quarter of 2010.

Pareto will announce its results for the second quarter of 2010 on August 6, 2010.

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.

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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.