



PARETO SUBSIDIARY, DIRECT SALES FORCE, RANKS 7TH IN THE PROFIT 100

TORONTO, ONTARIO, June 3, 2010 – Pareto Corporation (TSX: PTO), a leading Shopper Marketing company, proudly announces its recently acquired subsidiary, Direct Sales Force Inc., has ranked seventh in the annual PROFIT 100 ranking of Canada's Fastest-Growing Companies by PROFIT Magazine with an overall five-year revenue growth percentage of 4374%.

"We are extremely pleased with our performance over the past five years, and PROFIT Magazine's recognition of our accomplishments," says Neil Spivack, President, Direct Sales Force. "This ranking would not have been possible without the continued support of our clients and the incredible talent and hard work from the Direct Sales Force team across the country."

"We look forward to Direct Sales Force continuing this impressive growth trajectory, and helping us to further build upon Pareto's position as the leader in the Shopper Marketing market," says Kerry Shapansky, President and CEO, Pareto Corporation.

Ranking Canada's Fastest-Growing Companies by five-year revenue growth, the PROFIT 100 profiles the country's most successful growth companies. Published in the June issue of PROFIT Magazine and online at PROFIT100.com, the PROFIT 100 is Canada's largest annual celebration of entrepreneurial achievement.

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.

For further information, contact:

Kerry Shapansky, President and Chief Executive Officer, Pareto Corporation, (416) 790-2350

Karen Trudell, Chief Financial Officer, Pareto Corporation, (416) 790-2360

Glen Williams, Investor Relations, Equicom Group, (416) 815-0700 ext 272

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.