

PRESS RELEASE



PARETO TO ACQUIRE BRIDGE SALES AND MARKETING INC.

TORONTO, ONTARIO October 31, 2002 - PARETO CORPORATION ("Pareto") (TSX Venture: PTO) is pleased to announce that it has entered into an agreement to acquire all of the issued and outstanding shares of Bridge Sales and Marketing Inc. ("Bridge Sales") for an aggregate purchase price of \$500,000 ("the Acquisition"). The Acquisition will have an effective date of November 1, 2002, and is expected to close on or around November 20, 2002.

Bridge Sales is a Toronto-based sales and marketing organization with established relationships with some of Canada's largest corporations, and a network of strategic partnerships that will facilitate the expansion of Pareto's service offering. Bridge Sales has acted previously as a sales agent for Pareto, and was successful in signing a multi-million dollar agreement for Pareto. Michael Zivot, President and sole shareholder of Bridge Sales, has over 20 years experience in sales and marketing solutions for companies such as Heinz, Pillsbury, and Loblaw's.

The Acquisition is expected to constitute an Expedited Acquisition as defined in CDNX Policy 5.3. The purchase price for the Acquisition will be payable as to \$360,000 in the form of a promissory note payable in monthly installments of \$10,000 until October, 2005, and \$140,000 by the issuance of 700,000 special warrants of Pareto with a deemed value of \$0.20 per share (the "Special Warrants"). The Special Warrants will expire three years from the date of closing, and are only exercisable in six month increments, and in the event that certain criteria are met. All future monetary obligations of Pareto which existed under the sales agent agreement will be voided.

Pareto has reserved a price of \$0.20 per share for the 700,000 common shares to be issued upon exercise of the Special Warrants to be issued pursuant to the Acquisition to the shareholder of Bridge Sales. The completion of the Acquisition is subject to the approval of the TSX Venture Exchange and all other necessary regulatory approval. The completion of the Acquisition is also subject to additional conditions precedent, including the entering into by Michael Zivot of a satisfactory employment agreement, the entering into of a non-solicitation agreement and certain other conditions.

"We are excited about the strategic account opportunities that Bridge Sales brings to Pareto," said Kerry Shapansky, the President and Chief Executive Officer of Pareto. "In addition to further solidifying our relationships with key customers, Pareto will benefit by utilizing Bridge Sales as the cornerstone for building a strategic sales unit to deliver on our commitment to strong organic growth".

About Pareto Corporation

Pareto Corporation is a marketing services company that excels at helping our clients leverage the top 20% of their key relationships. By ensuring our clients deliver the right message, to the right person in the right media, we maximize their marketing return on investment. Through the delivery of Digital Marketing, Print Management and Event Management solutions, Pareto will be known for measurable, quantifiable turn-key marketing solutions that deliver big value to our clients' vital few relationships. For more information, please