

PRESS RELEASE



PARETO COMPLETES ACQUISITION OF NAYLOR EVENT MANAGEMENT INC.

TORONTO, ONTARIO August 1, 2002 - **PARETO CORPORATION** ("Pareto," formerly the Caxton Group Inc.) (TSX Venture: PTO) is pleased to announce that it completed its previously announced acquisition of Naylor Event Management Inc. ("Naylor") on August 1, 2002 ("the Acquisition"). Naylor is a Toronto-based event management company that creates and strengthens important business relationships by providing innovative and exclusive corporate packages that revolve around major sporting events, conferences, meetings and incentive travel.

The addition of Naylor to Pareto's existing set of relationship-based marketing capabilities means that Pareto can now offer its clients event management, as well as print management and e-mail marketing services. Kim Naylor, President of Naylor, will remain with the company as Pareto's event management division President. Over the next few weeks, Ms. Naylor will also be working with Pareto to integrate Naylor's capabilities into Pareto's ongoing operations. Naylor will retain the Naylor Event Management Inc. name, but will also be operating as **Pareto Event**.

"Successfully bringing Naylor into the Pareto family represents a major step for us," said Kerry Shapansky, President and Chief Executive Officer of Pareto. "We are confident that we now have the basic elements of a great marketing and relationship management company."

He added: "We are also very fortunate to have the financial support of some very key and credible players. The involvement of Scotiabank and the investors in our private placement speaks volumes about the validity of what we are doing. Naylor's business and the role it will play in Pareto was an idea that always generated great deal of financial support and enthusiasm."

To finance the Acquisition, Pareto secured senior bank debt financing from Scotiabank as well an operating line of credit. Pareto also completed its previously announced private placement of common shares, which was 20% oversubscribed. Major investors involved in the private placement include a variety of prominent financial and industry professionals, in addition to existing Pareto investors. Pareto has received conditional approval from the TSX Venture Exchange for the Acquisition and Private Placement, and expects to complete the usual required filings over next week.

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 visit our website at **www.paretocorporation.com**.

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The TSX Venture Exchange has not reviewed and does not accept responsibility for the adequacy or accuracy of this press release.

(Not for dissemination in the United States of America)