

# PRESS RELEASE



## **BUDCO APPOINTS CHRISTOPHER CICERI AS PARETO DIALOGUE U.S. SALES LEADER**

TORONTO, ONTARIO February 24, 2003 - **PARETO CORPORATION** ("Pareto") (TSX Venture: PTO) today announced that BUDCO, Pareto's partner in Pareto Dialogue has appointed Christopher Ciceri, Senior Vice President of Business Development for Budco, as the leader in bringing Budco's U.S. clients to Canada.

Pareto Dialogue, now fully operational, was established by Toronto-based Pareto and Budco, based in Highland Park, Michigan, in December 2003 and has created a world-class warehousing and fulfillment service organization in Canada.

The initial customer of the Pareto Dialogue venture is a leading Canadian Tier I retailer with 900 stores from coast to coast. These stores receive their Point-of-Sale and other promotional materials from Pareto Dialogue on a regular basis throughout the year.

Pareto Dialogue utilizes Budco's proprietary inventory management system and ISO 9001: 2000 certified processes. The requirements of the Canadian distribution business are especially complex due to the variations in language formats across the region and provincial tax requirements.

According to Ciceri, "There are a number of our U.S.-based clients that have a significant presence in Canada. It often makes sense, due to the nuances of that marketplace, to partner with a local supplier for its insights and expertise. Our partnership with Pareto enables us to now deliver this Canadian value to our clients through our new venture: Pareto Dialogue."

President of Pareto Dialogue, Sandy Matheson states, "Budco applies its 20 years of experience in marketing warehousing and distribution to the Pareto Dialogue venture and makes it possible for Pareto Corporation to offer an exceptional level of service and expertise to the marketplace."

He adds, "We are able to support our customers more effectively, efficiently and completely with our newest capability than ever before."

### **About Pareto Corporation**

Pareto Corporation is a marketing services company that excels at handling the executional details of marketing programs, providing services that complement client marketing and sales departments. Through the delivery of print management, event management, interactive technologies, tactical field marketing, customer incentive and loyalty management services and fulfillment and distribution services. Pareto provides measurable, quantifiable services that deliver big value to our clients' vital business relationships. For more information, please visit our website at [www.pareto.ca](http://www.pareto.ca).

**For further information, contact:**

Kerry Shapansky, President and Chief Executive Officer, Pareto Corporation

(416) 790-2350

Clint Becker, Chief Financial Officer, Pareto Corporation

(416) 790-2360

***This press release contains forward-looking statements related to expected future events and financial operating results of the Company that involves 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 the Company's SEDAR filings.***

***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)***