

PRESS RELEASE



PARETO APPOINTS J.R. KINGSGLEY WARD CHAIRMAN

TORONTO, ONTARIO – June 24, 2003 – Pareto Corporation (“Pareto”) (TSX Venture: PTO) today announced that subsequent to its Annual and Special Meeting of Shareholders the Board of Directors have unanimously appointed J.R. Kingsley Ward, Chairman of the Board of Pareto for the next year.

Mr. Ward, president of VRG Capital replaces Gord Griffiths, president of Mail-Well Commercial Group, based in Denver, Colorado. Mr. Griffiths is remaining on the Board of Pareto.

“I am very pleased that Mr. Ward has agreed to take on the role of Chairman” stated Kerry Shapansky, Chief Executive Officer of Pareto Corporation.

“Kingsley has been a strong supporter and Board member from day one of our Company. I would also like to take the opportunity to thank Gord Griffiths for his commitment as Chair and look forward to his continuing support”.

Pareto also announced, the Board of Directors have approved the granting of 400,000 stock options pursuant to the Company’s Stock Option Plan to directors, officers and employees of the Company. The options are exercisable at a price of \$0.25 per share and expire on June 23, 2008.

About Pareto Corporation

Pareto Corporation is a marketing services company that excels at handling the executional details of marketing programs, providing services that complement creative agencies and client marketing departments. Through the delivery of print, event, digital, and marketing project management 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.

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This press release contains forward-looking statements related to expected future events and financial operating results of Pareto Corporation 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.

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.