

# PRESS RELEASE



## PARETO AND BUDCO JOIN TO CREATE PARETO DIALOGUE

TORONTO, ONTARIO October 29, 2003 - **PARETO CORPORATION** ("Pareto") (TSX Venture: PTO) today announced the signing of an agreement with Budco: The Dialogue Company to create Pareto Dialogue Inc.

Under the agreement, Toronto-based Pareto and Budco, based in Highland Park, Michigan, have established Pareto Dialogue Inc. to create the Canadian leader in the field of marketing-oriented fulfillment and distribution. Pareto Dialogue will meet the needs of both Pareto's existing clients and allow Budco to expand their existing US based client relationships into Canada.

Pareto executive and fulfillment and distribution veteran, Sandy Matheson, will become the President of the new company, Pareto Dialogue Inc.

Pareto Dialogue will utilize Budco's industry leading systems and processes to deliver a new level of service to the Canadian marketplace, providing Pareto clients with management information and performance metrics directed at improving their business results. Pareto Dialogue will launch this year with a substantial bank of business from both Pareto and Budco clients and is expected to grow rapidly over the next 3 years.

"We are very excited about our relationship with Budco and the creation of our new venture, Pareto Dialogue" said Kerry Shapansky, President and Chief Executive Officer of Pareto. "We expect to have a significant impact on the Canadian market in the short term, as both of our organizations contribute existing clients and prospects into this emerging business. The Budco process and technology coupled with the complementary services from Pareto will build on our commitment to excellence in strategic execution in the Canadian marketing services sector and become a cornerstone in our organic growth strategy."

Bud Brian, Budco Chairman and founder added "We are very pleased to be able to expand our service offering into Canada. Budco has been built on meeting the needs of clients and this is another step in that commitment by Budco. Our relationship with Pareto, a fast-paced company in Toronto, strengthens the proposition and increases our speed to market. Budco has strong client relationships with global Fortune 500 companies, especially within the automotive sector, and our goal is to leverage those relationships to help grow Pareto Dialogue".

## **About Budco**

Budco is a leading U.S. marketing services company, which over the last twenty years has grown into a US\$100+ million business specializing in the design and execution of initiatives that build dialogue between an organization and its customers. Budco's in-house marketing resources include fulfillment and distribution as well as contact center, creative services, information technologies, and other complementary services. Budco's proprietary distribution technology is built on a foundation of real time order and inventory tracking, integrating radio frequency handheld technology for all aspects of their ISO 9001:2000 approved business processes. For more information, please visit Budco's website at [www.budco.com](http://www.budco.com).

## **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](http://www.pareto.ca).

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***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)***