

# PRESS RELEASE



## PARETO PLANS EXECUTIVE PRIVATE PLACEMENT

TORONTO, ONTARIO October 30, 2003 - **PARETO CORPORATION** ("Pareto") (TSX Venture: PTO) today announced the Company plans, subject to TSX Venture Exchange approval, to complete a private placement under which Kerry Shapansky, President and CEO of Pareto, will acquire 1,000,000 common shares of the Company. The shares will be issued at a price of \$0.20 per share. Following the completion of the private placement, the Company will have 33,172,748 common shares outstanding.

"The Board of Directors is very pleased to have our President make a further investment in the Company" J.R. Kingsley Ward, Chairman of the Board of Pareto stated. He added "shareholders should be very happy with the progress the Company has made since Kerry Shapansky joined in February 2002."

### 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)***