

# PRESS RELEASE



## **PARETO COMPLETES \$1 MILLION PRIVATE PLACEMENT AT \$1.00 PER SHARE**

TORONTO, ONTARIO October 26, 2004 - **PARETO CORPORATION** ("Pareto") (TSX: PTO) today announced the completion of an arm's length private placement of 1,000,000 common shares of Pareto priced at \$1.00 per share. The proceeds of \$1 million will be used to repay long-term debt. As a result of the placement, Pareto now has 35,043,492 common shares outstanding.

"I am very pleased with the continuing support Pareto is receiving from equity fund investors" commented Kerry Shapansky, President and Chief Executive Officer of Pareto.

### **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, program management, customer incentive and loyalty management services as well as 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).

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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.