

PRESS RELEASE



PARETO TO RELEASE Q3 RESULTS ON NOVEMBER 10TH AND HOLD INVESTOR CALL

TORONTO, ONTARIO October 29, 2004 – **PARETO CORPORATION** (“Pareto”) (TSX: PTO), today announced that, on Wednesday, November 10, 2004, Pareto Corporation will release its financial results for its third quarter ended September 30, 2004. The company will hold an investor call on Wednesday, November 10, 2004, at 11 a.m. EST to discuss the results. Callers in Toronto should dial (416) 405-9328. All other callers can access the call at 1-800-387-6216. A playback of the call will also be available by telephone for 48 hours at (416) 695-5800 or 1-800-408-3053 (access code: 3111743#). A recording of the call will also be available in the Investor Relations section of Pareto’s website (www.pareto.ca) shortly thereafter.

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.

For further information, contact:

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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 has not reviewed and does not accept responsibility for the adequacy or accuracy of this press release.