

PRESS RELEASE



PARETO TO BEGIN TRADING ON TSX EFFECTIVE JUNE 1ST

TORONTO, ONTARIO May 14, 2004 - **PARETO CORPORATION** ("Pareto") (TSX Venture: PTO) today announced the company has received conditional approval to list its common shares on TSX. The company anticipates that it will commence trading on TSX at the opening on Tuesday June 1st, 2004, at which time trading on TSX Venture Exchange will cease. The company's common shares will continue to trade under the same symbol PTO.

"Graduating to TSX is a significant step in achieving our goal of being Canada's Marketing Execution Company" stated Kerry Shapansky, President and Chief Executive Officer of Pareto. "By listing to Canada's largest stock exchange, Pareto will be broadening our potential shareholder base through increased visibility and greater recognition in the financial markets, which will further enhance shareholder value."

Pareto will hold its 2004 Annual Meeting on Monday May 17th, 2004 at 4:30 pm in The Gallery at the Exchange Tower, 130 King Street West, Toronto, Ontario. The meeting will also be webcast live on Pareto's website at www.pareto.ca.

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, 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:

Kerry Shapansky, President and Chief Executive Officer, Pareto Corporation

(416) 790-2350

Clint Becker, Chief Financial Officer, Pareto Corporation

(416) 790-2360

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.