

# PRESS RELEASE



## PARETO CEO INCREASES SHARE OWNERSHIP

TORONTO, ONTARIO April 13, 2004 – Mr. Kerry Shapansky, President and Chief Executive Officer of **PARETO CORPORATION** (“Pareto”) (TSX Venture: PTO), today announced that, upon the exercise of an option agreement, he has privately acquired ownership of 1,000,000 common shares of Pareto and that he now directly and indirectly owns 5,702,470 common shares of Pareto representing approximately 17% of the outstanding common shares of Pareto. In addition, Mr. Shapansky holds options to acquire 625,000 common shares of Pareto. Assuming the exercise of all such options, Mr. Shapansky would directly and indirectly own an aggregate of 6,372,470 common shares of Pareto, representing approximately 19% of the then outstanding common shares of Pareto. The common shares of Pareto acquired by Mr. Shapansky were acquired for investment purposes.

Also today, Pareto announced that Brian Collins, of Boston Massachusetts, has decided not to seek nomination as a director of Pareto at the Corporation's upcoming Annual Meeting and accordingly has resigned as a director of Pareto. “We thank Brian for his dedication and assistance in the creation of Pareto over the last two years and look forward to his continuing support” stated J.R. Kingsley Ward, Chairman of the Board of Pareto. Pareto does not intend to immediately name a replacement director at this time.

### 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 and 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.*

***The TSX Venture Exchange has not reviewed and does not accept responsibility for the adequacy or accuracy of this press release.***