

PRESS RELEASE



ARVA LIMITED COMPLETES \$1.0 MILLION INVESTMENT IN PARETO

TORONTO, ONTARIO January 11, 2005 - **PARETO CORPORATION** ("Pareto") (TSX: PTO) today announced the completion of a \$1.0 million private placement by Arva Limited, a Toronto based, private equity investment corporation. As previously announced, Arva Limited has subscribed for 1,000,000 common shares of Pareto at a price of \$1.00 per share. The proceeds of \$1 million will be used for general corporate purposes. As a result of the placement, Pareto now has 36,160,492 common shares outstanding.

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.

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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.