



PARETO

PARETO NAMES NEW HEAD OF RETAIL

Michael Beckerman brings 20 years of blue chip client-side experience

TORONTO, ONTARIO, October 5, 2005 – Pareto Corporation (TSX: PTO), a leading marketing services company, today announced the appointment of Michael Beckerman as Executive Vice President with overall responsibility for Pareto's Retail business. Mr. Beckerman most recently served as Chief Marketing Officer and Senior Vice President of BMO Financial Group.

"We have already seen our retail solution resonate well with some of Canada's leading retailers and believe the marketplace for our offering is substantial," said Kerry Shapansky, President and Chief Executive Officer of Pareto, "The addition of Michael Beckerman reinforces our commitment to further growth and we are excited to add someone with Michael's experience to our team."

Mr. Beckerman's sales and marketing career spans nearly 20 years, three continents and several industries. His 12 years with Nike included senior positions in Canada, Europe and Asia, and culminated with responsibility for Nike USA's key retail relationships. He later held the most senior marketing roles at Canadian Airlines and internet retailer MVP.com.

As BMO's top marketing executive since 2001, Mr. Beckerman was responsible for increasing the marketing orientation and customer-centricity throughout the organization. He led the development of new brand identities for both the Canadian and US operations, including 900 BMO retail branches and 150 Harris Bank branches. He helped architect customer segmentation models designed to better leverage consumer insights and drive revenues and market share.

"Pareto's 'below the line' focus is completely aligned with my own marketing philosophy," said Michael Beckerman. "Companies are realizing that the best return on their marketing investment comes from building direct relationships with their customers, and Pareto's expertise in this area is second to none."

About Pareto Corporation

Pareto Corporation is a marketing services company that offers retail, incentive, event and managed solutions to leading companies in the financial services, automotive, retail, communications, pharmaceutical, service and technology sectors. Pareto provides measurable, quantifiable services that complement our clients' marketing and sales departments and deliver big value to their 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 Pareto that involve 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 Pareto's SEDAR filings.

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