

PRESS RELEASE



PARETO TO HOST ANNUAL MEETING APRIL 26, 2005

TORONTO, ONTARIO, April 22, 2005 – PARETO CORPORATION (TSX: PTO) invites all shareholders and other interested parties to attend its Annual and Special Meeting:

DATE: Tuesday, April 26, 2005
TIME: 4:30 p.m. EST
LOCATION: The Gallery, TSX Broadcast & Conference Centre
The Exchange Tower, 130 King Street West
Toronto, ON

Following the formal business of the meeting, Pareto CEO Kerry Shapansky will present an update of the company's strategy and progress. All guests will then be encouraged to meet Pareto's directors and executives at a reception.

Those who cannot attend in person are invited to view a live webcast of the meeting, which can be accessed through the investor relations section of Pareto's website, www.pareto.ca. Please connect at least 15 minutes prior to the meeting to ensure adequate time for any software download that may be needed to view the webcast. The webcast will be archived on Pareto's website for one year.

About Pareto Corporation

Pareto Corporation is a marketing services company that offers retail, incentive, event and managed solutions to leading Canadian 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.

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

Jeff Codispodi, Investor Relations, Equicom Group, (416) 815-0700 ext.261

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.