

PRESS RELEASE



PARETO ANNOUNCES NORMAL COURSE ISSUER BID

TORONTO, ONTARIO, April 25, 2005 – PARETO CORPORATION (TSX: PTO) today announced that it intends to make a normal course issuer bid to acquire up to 1.5 million of its common shares over the next year. Subject to the receipt of approval from the Toronto Stock Exchange (TSX), the purchases may commence on May 2, 2005 and will terminate no later than May 1, 2006.

All purchases will be made on the open market through the facilities of the TSX in accordance with regulatory requirements. Pareto will cancel any shares purchased pursuant to the normal course issuer bid. A total of 36,225,959 common shares were issued and outstanding as of April 25, 2005. Pareto has not previously repurchased any of its shares.

Pareto's Board of Directors believes the company's shares have been trading at a range that does not adequately reflect their value in relation to Pareto's financial performance and growth prospects. The Board has concluded that the occasional purchase of common shares is an attractive and appropriate use of corporate funds.

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.

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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.