

# PRESS RELEASE



## PARETO APPOINTS JOHN W. STEVENS TO BOARD

TORONTO, ONTARIO January 6, 2005 - **PARETO CORPORATION** ("Pareto") (TSX: PTO) today announced that John W. Stevens, Executive Vice President and Director of Arva Limited, a Toronto based, private equity investment corporation, has been appointed a director of Pareto Corporation and to Chair of the Governance Committee, pending regulatory approval. Mr. Stevens is a chartered accountant and a lawyer and was until mid-2000 a partner of the law firm Osler Hoskin & Harcourt. Since June 2004, Mr. Stevens has served as a director and the Chair of the Audit Committee of Atlas Cold Storage Income Trust and also served as a director and the Chair of the Audit Committee of Moore Wallace Inc. prior to its acquisition by RR Donnelly in February 2004.

Pareto also announced the intention to complete a private placement of 1,000,000 common shares of Pareto priced at \$1.00 per share. The proceeds of \$1 million will be used for general corporate purposes. Upon completion of the placement, Pareto will have 36,043,492 common shares outstanding. The shares will be purchased by Arva Limited.

"I am very proud that Pareto has been able to add such a highly respected individual to our Board" commented Kerry Shapansky, President and Chief Executive Officer of Pareto. "John's financial, legal and business skills will be of great value to Pareto as we continue to grow".

### 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](http://www.pareto.ca).

### For further information, contact:

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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.***