

# PRESS RELEASE



## PARETO

### PARETO RENEWS MULTI-YEAR CONTRACT WITH SHOPPERS DRUG MART

**TORONTO, ONTARIO, July 26, 2005 – PARETO CORPORATION** (TSX: PTO) today announced that Shoppers Drug Mart has renewed its agreement with Pareto under which Pareto will serve as its provider of in-store marketing and direct-to-member communications for the next three years. Under the agreement, Pareto will manage substantially all of the production and distribution of in-store signage and point-of-sale materials as well as direct marketing to Shoppers' Optimum members. Pareto expects this contract to continue to contribute significantly to Pareto revenues over its lifetime.

"Shoppers Drug Mart has emerged over the past several years as arguably the most successful and innovative retailer in Canada," said Kerry Shapansky, Pareto's President and CEO. "We have been steadily expanding our relationship with Shoppers since 2002, and we are proud that they have chosen to continue to outsource this suite of vital marketing activities to Pareto. I am confident that our talented team, robust technology and industry-leading methodologies will continue to add great value to Shoppers over the coming years."

#### **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](http://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.***