



## **PARETO TO PROVIDE RETAIL MARKETING SERVICES FOR QUIZNOS SUB**

**TORONTO, ONTARIO, March 2, 2006** – Pareto Corporation (TSX: PTO), a leading marketing services company, today announced a new partnership with Quiznos Sub, maker of the original toasted sub and second largest sub chain in the world. The three-year agreement will see Pareto provide print management, order fulfillment, distribution and warehousing of point-of-purchase marketing collateral to over 400 Quiznos locations in Canada.

"Quiznos Sub is pleased to have formed a partnership with Pareto for our retail print and fulfillment process," said Michelle Leavoy, Director of Marketing for Quiznos Sub. "We plan to add more than 100 locations in 2006, and Pareto will provide a cost effective and seamless process to ensure each of our franchisees receives the marketing materials they need to support our growth."

"We are very pleased to have an opportunity to work with a world class brand like Quiznos Sub," said Michael Beckerman, Pareto's Executive Vice-President, Retail Solutions. "By applying our retail expertise and state-of-the-art technologies, I am confident we will be able to deliver the cost savings, process enhancements, and time saving tools that Quiznos expects from its marketing execution partner."

### **About Quiznos Sub**

Quiznos Sub is the fastest growing quick service restaurant chain in Canada with 400 restaurant locations nationwide. Based in Mississauga, Ontario, Quiznos offers gourmet toasted sub sandwiches, fresh salads, hearty soups and specialty desserts.

### **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](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.***