



PARETO

PARETO ANNOUNCES BOUGHT DEAL PRIVATE PLACEMENT AT \$1.50 PER SHARE

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TORONTO, ONTARIO, March 6, 2006 – Pareto Corporation (TSX: PTO), a leading marketing services company, today announced that it has entered into a bought deal financing with a syndicate of underwriters led by Sprott Securities Inc, including Raymond James Ltd. The underwriters have agreed to purchase 5 million common shares to be issued by Pareto at a price of \$1.50 per common share.

“We believe this transaction is ideally structured to allow us to pursue strategic opportunities while at the same time minimizing dilution and establishing relationships with new institutional shareholders,” said Kerry Shapansky, President and Chief Executive Officer of Pareto.

The offering is subject to completion of legal documentation, normal regulatory approvals including approval of the Toronto Stock Exchange and is expected to close on March 28, 2006.

The proceeds of the offering will be used for working capital and general corporate purposes.

In addition, certain shareholders of the Company, including insiders, have agreed to sell approximately 3.5 million common shares of the Company through the facilities of the Toronto Stock Exchange to institutional purchasers through Sprott Securities Inc. concurrently with the Offering.

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.

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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, the risk that the offering may not close 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.