



## **PARETO ANNOUNCES CLOSING OF \$7.5 MILLION BOUGHT DEAL**

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**TORONTO, ONTARIO, March 28, 2006** – Pareto Corporation (TSX: PTO), a leading marketing services company, today announced that it has successfully completed its previously announced bought deal private placement of five million common shares issued at a price of \$1.50 per common share for gross proceeds of \$7.5 million. The underwriting syndicate was led by Sprott Securities Inc, and included Raymond James Ltd. Following the completion of the transaction, Pareto now has 43,522,339 common shares issued and outstanding.

### **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, 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.***