



PARETO CEO COMPLETES SHARE TRANSACTION

TORONTO, ONTARIO, March 28, 2006 – Concurrent with the recently completed bought deal financing in which Pareto issued 5 million common shares, as previously announced, Mr. Kerry Shapansky, President and Chief Executive Officer of Pareto Corporation (TSX: PTO), and certain other shareholders of the Company agreed to sell portions of their holdings to institutional investors.

Mr. Shapansky today announced the completion of his public sale of 625,000 common shares of Pareto through the facilities of the Toronto Stock Exchange to institutional purchasers through Sprott Securities Inc. Mr. Shapansky exercised options to purchase 625,000 common shares of Pareto, so that his total holdings would remain constant at 5,412,470 common shares. This total now represents approximately 12.4% of the Company's outstanding common shares.

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.

For further information, contact:

Kerry Shapansky, President and Chief Executive Officer, Pareto Corporation, (416) 790-2350

Clint Becker, Chief Financial Officer, Pareto Corporation, (416) 790-2360

Jeff Codispodi, Investor Relations, Equicom Group, (416) 815-0700 ext.261

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.