



PARETO LAUNCHES “PARETO TRAJECTORY” TO IMPROVE SALES CHANNEL PERFORMANCE

Pareto Completes Acquisition to Expand Service Offering

TORONTO, ONTARIO, May 2, 2006 – Pareto Corporation (TSX: PTO), a leading marketing services company, is launching a new business to help its clients improve the performance of their front-line sales channels. “Pareto Trajectory” will help clients ensure that they have the right people with the right skills, knowledge, tools and motivation interacting with their customers. To establish capabilities in this area, Pareto has acquired the assets of Toronto-based Trajectory Business Performance Inc. (TBPI).

“Pareto Trajectory will create a crucial link between our existing retail and channel marketing businesses,” said Kerry Shapansky, President and CEO of Pareto. “Our retail marketing focus has been to help clients target consumers, capture their attention and drive traffic to the point of sale, while our channel marketing efforts have focused on incenting sales forces and channels. We will now be able to close the loop by better equipping the people on the front lines to successfully complete the sale.”

Pareto Trajectory will address the needs of sales channels through interactive learning, on-line events and experiential incentives. Specifically, Pareto Trajectory will provide people on the front line with the following:

- Clear selling messages and customer-focused selling techniques
- Relevant and effective learning opportunities and sales support tools
- Incentive programs that help gain mindshare and drive immediate action

Successful implementation of these types of programs has been proven to lead to increased sales conversion rates, higher revenue per sale, and improved customer retention.

TBPI asset purchase

TBPI is a specialized marketing firm that currently generates approximately \$2 million of annual revenues, a base from which Pareto plans to grow the Pareto Trajectory business. Its major clients include Rogers, IBM, Sony Computer Entertainment (PlayStation) and Aliant.

Pareto has entered into employment agreements with the employees of TBPI and secured the services of TBPI’s principals, Charlie Bartlett, Bennett Pearl, and Deborah Watring-Ellis, to lead Pareto Trajectory. Collectively these individuals bring more than 60 years of marketing and entrepreneurial experience spanning virtually every industry sector. Mr. Bartlett and Mr. Pearl previously operated Edge Interactive Marketing, a predecessor company to TBPI that was one of the first agencies to fully utilize the interactive capabilities of the Internet. Ms. Watring-Ellis is an expert in sales training techniques who first founded a marketing support company 20 years ago. More information is available on TBPI’s website at www.trajectory.ca.

“Pareto’s mindset is completely aligned with ours. We share the view that marketers need to focus their resources on activities that improve their direct relationships with customers and one of the best ways is to invest in their core asset – people on the front line,” said Charlie Bartlett, President of

TBPI. “Moreover, Pareto has the resources to help us continue to grow this business, and to provide enhanced services to our clients and those of Pareto.”

Kerry Shapansky continued: “Pareto has grown successfully through a combination of acquisitions, launching new businesses, and increasing our sales to existing customers. Here we had an opportunity to add a complete team that brings unique processes and technologies, outstanding skills in interactive marketing and e-learning, and a great set of core clients. We continue to actively evaluate a number of companies with capabilities that are complementary to our own.”

About Pareto Corporation

Pareto Corporation is a marketing services company that offers retail marketing and channel marketing solutions to leading companies in a broad range of industry sectors. Pareto provides measurable, quantifiable services that complement our clients’ marketing and sales departments. 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 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.