



## **PARETO ANNOUNCES NORMAL COURSE ISSUER BID**

**TORONTO, ONTARIO, June 23, 2006** – Pareto Corporation (TSX: PTO) today announced that its Board of Directors has approved a normal course issuer bid under which Pareto may acquire up to 3.0 million of its common shares over the next year. Subject to the receipt of approval from the Toronto Stock Exchange (TSX), the purchases may commence on June 26, 2006 and will terminate no later than June 25, 2007. All purchases will be made on the open market through the facilities of the TSX in accordance with regulatory requirements. Pareto will cancel any common shares purchased pursuant to the normal course issuer bid.

Pareto's Board of Directors believes the company's common shares are currently an attractive investment and that normal course purchases at recent market prices represent an excellent opportunity to enhance value for shareholders. Pareto first instituted a normal course issuer bid in April, 2005, but the Company has not repurchased any of its shares. A total of 43,733,006 common shares were issued and outstanding as of June 22, 2006.

### **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](http://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.***