



PARETO ANNOUNCES AMENDMENT TO NORMAL COURSE ISSUER BID

TORONTO, ONTARIO, December 27, 2006 – Pareto Corporation (TSX: PTO) today announced that it has amended its normal course issuer bid by authorizing the dealer under its normal course issuer bid to purchase at its own discretion up to 900,000 common shares of Pareto in accordance with certain pre-established purchase instructions. This arrangement complies with the requirements of Ontario Securities Commission Staff Notice 55-701 – Automatic Securities Purchase Plans. As a result, the dealer will be permitted to purchase common shares in circumstances where the Company would be precluded from instructing the dealer to make such purchases. Purchases may commence on January 2, 2007 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.

Since the implementation of its current normal course issuer bid in June, 2006, the Company has repurchased and cancelled a total of approximately 563,000 shares. Pareto had 44,147,904 common shares outstanding as of December 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.

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.