



PARETO PROMOTES KIM NAYLOR TO HEAD OF CHANNEL MARKETING

TORONTO, ONTARIO, February 15, 2006 – Pareto Corporation (TSX: PTO), a leading marketing services company, today announced the promotion of Kim Naylor to Executive Vice President with responsibility for the newly created Channel Marketing Business Unit. Channel Marketing services are comprised of Pareto's business to business (B2B) offerings including Event Management capabilities, Incentive services and Elevate, the Pareto subsidiary that offers Aeroplan mile-based employee and channel incentive programs. These services represented approximately 50% of Pareto's revenues in 2005.

"2005 was a year of significant growth for Pareto's event and incentive offerings," said Kerry Shapansky, President and Chief Executive Officer of Pareto. "Kim has demonstrated extraordinary leadership abilities in driving our business growth in these areas since Pareto's acquisition of Naylor Event Management in August 2002."

In order to capitalize on the significant market opportunities for Pareto's channel services, Ms. Naylor has appointed Sue Britton as Vice President of Sales, Channel Marketing. Ms. Britton brings an extensive background of service sector sales leadership experience to Pareto, including senior assignments with ADP Financial Services, Optus and Xerox. Don Brommet, President of Pareto's Elevate subsidiary, will retire from Pareto effective March 1, 2006 and continue to serve as a consultant to the Company.

"Strong organic growth has been a hallmark of Pareto's success to date," said Mr. Shapansky. "Aligning our organization with the two primary markets we serve, Channel and Retail Marketing, will enable continued strong organic growth."

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 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.