

PRESS RELEASE



PARETO

PARETO TO RELEASE SECOND QUARTER RESULTS AND HOLD INVESTOR CONFERENCE CALL ON MONDAY, AUGUST 14th

TORONTO, ONTARIO, August 4, 2006 – PARETO CORPORATION (TSX: PTO) today announced that it will release its second quarter financial results the morning of Monday, August 14, 2006, and hold an investor conference call the same day at 9:00 a.m. to discuss the results. Kerry Shapansky, Pareto's President and CEO, cordially invites all interested parties to participate in the conference call.

CONFERENCE CALL DETAILS:

DATE:	Monday, August 14, 2006
TIME:	9:00 a.m. EDT
DIAL-IN NUMBER:	416-644-3421 or 1-866-250-4877
TAPED REPLAY:	416-640-1917 or 1-877-289-8525
	Available until August 21, 2006
	Reference Number: 21199505

A live audio webcast of the conference call will be available through the "Investor Relations" section of Pareto's website, www.pareto.ca. Please connect at least 15 minutes prior to the conference call to ensure adequate time for any software download that may be needed to hear the webcast. The webcast will be archived on Pareto's website for one year.

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:

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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.