

PRESS RELEASE



PARETO

PARETO TO HOLD INVESTOR CONFERENCE CALL ON FRIDAY, MARCH 30, 2007

TORONTO, ONTARIO, March 19, 2007 – PARETO CORPORATION (TSX: PTO) today announced that it plans to release its fourth quarter and year end financial results the morning of Friday, March 30, 2007. Management will hold a conference call that same day at 9:00 a.m. (EDT) 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:	Friday, March 30, 2007
TIME:	9:00 a.m. EDT
DIAL-IN NUMBER:	416-644-3418 or 1-800-731-5774
TAPED REPLAY:	416-640-1917 or 1-877-289-8525
	Reference Number: 21223661
	Available until April 6, 2007

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:

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.