



PARETO

PARETO ANNOUNCES ANNUAL MEETING DETAILS AND AMENDMENT TO NORMAL COURSE ISSUER BID

TORONTO, ONTARIO, April 13, 2007 – Pareto Corporation (TSX: PTO) invites all shareholders and other interested parties to attend its Annual and Special Meeting of Shareholders.

DATE:	Monday, May 14, 2007
TIME:	4:00 p.m. EDT
LOCATION:	The Gallery, TSX Broadcast & Conference Centre The Exchange Tower, 130 King Street West Toronto, ON

Following the formal business of the meeting, Pareto CEO Kerry Shapansky will present an update of the Company's strategy and progress. All guests will then be encouraged to meet Pareto's directors and executives at a reception.

Those who cannot attend in person are invited to view a live webcast of the meeting, which can be accessed through the investor relations section of Pareto's website, www.pareto.ca, or at www.newswire.ca. Please connect at least 15 minutes prior to the meeting to ensure adequate time for any software download that may be needed to view the webcast. The webcast will be archived on Pareto's website for one year.

Normal Course Issuer Bid

Pareto also announced that it has increased the total number of Pareto common shares the dealer under its normal course issuer bid is authorized to purchase at its own discretion from 900,000 to 1.55 million shares. This arrangement, first announced in December, 2006, complies with the requirements of Ontario Securities Commission Staff Notice 55-701 – Automatic Securities Purchase Plans. It permits the dealer to purchase Pareto common shares, in accordance with certain pre-established purchase instructions, in circumstances where Pareto would be precluded from instructing the dealer to make such purchases.

Since the implementation of its current normal course issuer bid in June, 2006, Pareto has repurchased and cancelled a total of approximately 1.3 million shares. Pareto had approximately 44.5 million common shares outstanding as of March 30, 2007.

About Pareto Corporation

Pareto Corporation is a marketing services company that offers marketing execution 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

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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.