



# PARETO

## **PARETO ANNOUNCES APPOINTMENT OF BRIAN WARNER AS CHIEF OPERATING OFFICER**

**TORONTO, ONTARIO, June 13, 2007** – Pareto Corporation (TSX: PTO), a leading marketing services company, today announced that Brian Warner has joined the Company in the role of Chief Operating Officer. His mandate will be to ensure Pareto achieves maximum operating efficiencies and capacity utilization while at the same time maintaining and building upon its standards of excellence in service delivery. Mr. Warner has provided consulting services to Pareto in the past twelve months, including assisting in the October 2006 acquisition of Secom Plus and later developing an integration plan for Secom Plus and an operational effectiveness plan for the Company which he will now be responsible for implementing.

“I am very pleased to welcome Brian to the Pareto team,” said Kerry Shapansky, Pareto’s President and Chief Executive Officer. “His experiences in growing businesses and recent familiarity with the Company make him the perfect candidate for Pareto. We have an opportunity to continue to improve quality, efficiency and profitability by implementing core systems and processes and measurement tools across our various business lines and Brian has been extremely successful in this area throughout his career.”

Prior to joining Pareto Mr. Warner was President of automotive remarketing services firm ADESA Canada. During more than 10 years with ADESA (a former NYSE company), which now has over 10,000 employees and 53 locations across North America, he also served as controller, chief financial officer, and president of the Company’s US operations. His achievements included new product introductions, the completion and integration of major acquisitions, and the successful implementation of a restructuring program that delivered significant cost savings. Mr. Warner began his career with Ernst & Young as a Certified Public Accountant.

“I am very pleased to have been asked to join Pareto. Pareto today is very reminiscent of my early days at ADESA, which grew from a small newly public company into a \$3 billion provider of business to business services,” said Brian Warner, Chief Operating Officer. “The opportunities for growth are exciting.”

### **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](http://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.***