



# PARETO

## **PARETO ANNOUNCES APPOINTMENT OF KAREN TRUDELL AS CHIEF FINANCIAL OFFICER**

**TORONTO, ONTARIO, November 2, 2007** – Pareto Corporation (TSX: PTO), a leading marketing services company, today announced the appointment of Karen Trudell to the position of Chief Financial Officer, effective November 26. Ms. Trudell will replace Clint Becker, Pareto's CFO since 2002, who has resigned effective November 26 to accept a position as Chief Financial Officer of Marketwire, a privately-owned newswire provider.

Karen Trudell is a Chartered Accountant and formerly CFO of Lakeport Brewing Income Fund from 2002 to 2007, a period that saw the company experience significant growth of its revenues and its EBITDA and complete a successful initial public offering. Ms. Trudell remained to implement a six-month integration plan following the purchase of the Fund by Labatt Breweries earlier this year at nearly three times the IPO price. Her previous experience includes financial management roles in the consumer products and retailing sectors.

"I am very excited by the skills Karen brings to the Pareto team," said Kerry Shapansky, Pareto's President and Chief Executive Officer. "In addition to public company experience, she has a strong operational finance background and a track record of driving efficiencies in a high volume production environment. An important part of Karen's mandate at Pareto will be to continue the process of enhancing our financial management systems, with the ultimate goal of improving our EBITDA margins."

Mr. Shapansky continued: "On behalf of the Board I express our sincerest thanks and best wishes to Clint, who has been instrumental in helping grow Pareto from a start-up to one of Canada's largest marketing services providers."

### **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).

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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.***