



PARETO STRENGTHENS ONLINE MARKETING CAPABILITY

Strategic alliance allows clients to access growing opportunity of social media websites

TORONTO, ONTARIO, February 27, 2008 – Pareto Corporation (TSX: PTO), a leading marketing services company, has formed a strategic alliance with Ontogenix Inc., a technology company that has the potential to improve its clients' ability to market effectively to one of the fastest growing segments of internet users. Pareto will offer a service using Ontogenix Inc.'s proprietary technology to place ads on social media websites in a manner that dramatically improves response rates.

"The use of social media sites is growing exponentially and traditional marketing tools, including traditional web advertising, are not always effective in reaching the important demographic groups that frequent those sites. By matching the right ad with the right individual, we can help our clients better connect with their target consumers, much like we already do with tools like customized direct mail," said Kerry Shapansky, Pareto's President and Chief Executive Officer. "Pareto's service delivery has always been supported by a sophisticated technology backbone such as database segmentation techniques or web-based client interfaces. This expansion of our service offering marks a logical extension into a customer-facing online marketing presence."

Pareto has also made a strategic investment in Ontogenix and will fund the investment out of existing cash resources. GrowthWorks Commercialization Fund has also invested in Ontogenix. GrowthWorks* is a recognized leader in the Canadian retail venture capital industry.

"We are very pleased to forge this strategic partnership as we prepare to commercialize our technology. Through its existing client base Pareto has access to a solid roster of blue chip marketers," said Chetan Mathur, Chairman of Ontogenix Inc. "At Ontogenix, we believe that the user generated content explosion is disrupting the online advertising industry and that fundamentally new technology and business models are required to solve the equation. Our goal is to help companies market more effectively in the online social media space."

* GrowthWorks refers to affiliates of GrowthWorks Ltd. and includes: GrowthWorks Capital Ltd, manager of the Working Opportunity Fund (EVCC) Ltd.; GrowthWorks WV Management Ltd., manager of GrowthWorks Canadian Fund Ltd. and GrowthWorks Commercialization Fund Ltd.; and GrowthWorks Atlantic Ltd., manager of GrowthWorks Atlantic Venture Fund Ltd. and ENSIS Management Inc., manager of ENSIS Growth Fund Inc. GrowthWorks is a registered trademark of GrowthWorks Capital Ltd. ENSIS is a registered trademark of ENSIS Capital Corporation.

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

Karen Trudell, 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.