

PRESS RELEASE



PARETO TO HOLD INVESTOR CONFERENCE CALL ON THURSDAY, AUGUST 7, 2008

TORONTO, ONTARIO, July 31, 2008 – PARETO CORPORATION (TSX: PTO) today announced that it plans to release its second quarter financial results the morning of Thursday, August 7, 2008. Management will hold a conference call that same day at 9:00 a.m. (ET) 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:	Thursday, August 7, 2008
TIME:	9:00 a.m. ET
DIAL-IN NUMBER:	416-644-3427 or 1-866-250-4892
TAPED REPLAY:	416-640-1917 or 1-877-289-8525
	Reference Number: 21278050#
	Available until Thursday, August 14, 2008

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 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:

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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.