



PARETO SIGNS AGREEMENT FOR FOUR YEAR MATERIAL CLIENT RELATIONSHIP

TORONTO, ONTARIO, June 20, 2008 – Pareto Corporation (TSX: PTO), a leading marketing services company, today announced that it has reached an agreement with its largest existing client to continue to serve as its exclusive provider of in-store marketing and direct marketing communications for a term ending July 31, 2012.

“Our client is among Canada’s most successful retailers and most sophisticated marketers. We view their reaffirmed commitment to Pareto as their marketing execution partner to be a powerful endorsement of our abilities and the results we can deliver,” said Kerry Shapansky, Pareto’s President and CEO. “We underwent a rigorous competitive bidding process and demonstrated that we can continue to provide the best value. Our relationship with this client began in 2002 and we are very pleased that it will now extend to at least a decade.”

Under the agreement, Pareto will manage the production, kitting and distribution of all seasonal, promotional and point-of-sale materials as well as direct marketing. This is consistent with the scope of work currently delivered for this client.

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.

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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.