



## PARETO PROVIDES CORPORATE UPDATE

### ***Company declares special dividend, and plans to commence regular quarterly dividends***

**TORONTO, ONTARIO, November 20, 2008** – Pareto Corporation (TSX: PTO), a leading marketing services company, today provided an update on its corporate strategy. Pareto's Board of Directors recently completed a review of alternatives following the termination of its Substantial Issuer Bid on September 18, 2008. Based on the Company's ability to generate sustainable cash flow and its solid prospects for continued organic growth, the Board has determined that an appropriate use of the Company's capital is to implement a dividend.

The Board of Directors has declared a special cash dividend of \$0.04 per issued and outstanding common share of Pareto, payable on January 15, 2009, to shareholders of record at the close of business on December 31, 2008. Subject to financial performance, the Board anticipates declaring an ongoing quarterly dividend of \$0.015 per share, commencing in the first quarter of 2009.

Additionally, the Board of Directors has decided to defer the previously announced renewal of its Normal Course Issuer Bid at this time.

"We are pleased to be able to provide a return to our shareholders through the establishment of a dividend," said Kerry Shapansky, Pareto's President and Chief Executive Officer. "We believe this is an appropriate strategy for our Company at this time. Pareto has demonstrated an ability to deliver organic growth and consistent cash flows, but in our view those attributes are not being recognized due to stock market conditions."

Mr. Shapansky continued: "We remain confident in the outlook for our business and expect that our core marketing execution services will continue to be in demand even during times of economic uncertainty. While our focus will be on organic growth, we are maintaining the financial capacity to complete acquisitions and we will review potential opportunities as they become available."

### **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.***