



PARETO ANNOUNCES NORMAL COURSE ISSUER BID

TORONTO, ONTARIO, November 6, 2008 – Pareto Corporation (TSX: PTO) today announced that its Board of Directors has approved the renewal of a normal course issuer bid under which Pareto may acquire up to 2.145 million of its common shares over the next year. The bid is subject to the receipt of approval from the Toronto Stock Exchange (TSX), and purchases may commence shortly after such approval is obtained. All purchases will be made through the facilities of the TSX in accordance with regulatory requirements. Pareto will cancel any common shares purchased under the normal course issuer bid.

Pareto intends that up to 0.645 million of the 2.145 million shares may be repurchased under a discretionary securities purchase plan established with the authorized dealer under its normal course issuer bid in accordance with Ontario Securities Commission Staff Notice 55-701 – Automatic Securities Purchase Plans. As a result, the authorized dealer will be permitted to purchase common shares in circumstances where the company would be precluded from instructing the dealer to make such purchases.

Under its most recent normal course issuer bid, the Company repurchased and cancelled a total of 2,210,727 common shares. A total of 43,931,148 common shares were issued and outstanding as of November 6, 2008.

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.