



## **PARETO TERMINATES SUBSTANTIAL ISSUER BID**

***Offer withdrawn as conditions not satisfied***

**TORONTO, ONTARIO, September 18, 2008** – Pareto Corporation (TSX: PTO), a leading marketing services company, today announced that it has terminated its previously announced offer to purchase up to 11,000,000 outstanding common shares at a price of \$1.00 per share as the conditions of the offer have not been satisfied. The issuer bid circular dated August 14, 2008 specified that Pareto could terminate the offer if, among other things, the S&P/TSX Composite Index declined by an amount in excess of 10%, as measured from the close of business on August 6, 2008. On September 17, 2008 the Index had declined 11.7% since that date. Accordingly, the Board of Directors of Pareto has determined that proceeding with the substantial issuer bid under the current market conditions would not be in the best interests of Pareto shareholders.

The credit facility negotiated to fund the share purchase remains available and Pareto's management remains confident in the prospects for the business and has seen no material deterioration from market conditions to date. However, the Board has determined that the recent market turmoil and uncertainty as to future market conditions necessitate the termination of the bid.

Pareto has notified the depositary of the withdrawal of the offer and termination of the bid, and instructed the depositary to cease accepting deposits of common shares tendered under the offer and to promptly return all common shares deposited under the offer to date to the tendering shareholders.

### **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.***