

PRESS RELEASE



PARETO TO HOLD INVESTOR CONFERENCE CALL ON THURSDAY, MARCH 19, 2009

TORONTO, ONTARIO, March 13th 2009 – **PARETO CORPORATION** (TSX: PTO) today announced that it plans to release its fourth quarter and year end financial results the morning of Thursday, March 19, 2009. Management will hold a conference call that same day at 10:00 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, March 19, 2009
TIME:	10:00 a.m. ET
DIAL-IN NUMBER:	416-644-3424 or 1-800-732-9303
TAPED REPLAY:	416-640-1917 or 1-877-289-8525
	Reference Number: 21300288#
	Available until Thursday, March 26, 2009

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.