



PARETO INITIATES QUARTERLY DIVIDEND OF \$0.015 PER SHARE

TORONTO, ONTARIO, March 4, 2009 – Pareto Corporation (TSX: PTO), a leading marketing services company, today announced that its Board of Directors has declared a dividend of \$0.015 per issued and outstanding common share. The inaugural quarterly dividend, which is consistent with the Company's intentions as announced in November, 2008, will be payable on April 15, 2009, to shareholders of record at the close of business on March 31, 2009.

Pareto advises that this dividend is designated as an "eligible dividend" as defined in subsection 89(1) of the Income Tax Act (Canada) and corresponding provincial legislation.

Pareto plans to announce its fiscal 2008 year end financial results on March 19. Conference call details will be announced in advance via news release.

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.