

## **Pareto Products in Partnership with eWayDirect**

### *Pareto Products uses eWayDirect's emessaging platform*

Southport, Conn. ([PRWeb](#)) August 13, 2007 -- eWayDirect, Inc., a leading emessaging and search company, noted today its affiliation with Pareto Platform and Pareto Services of Kelowna, British Columbia, Canada.

"We're very glad to have Pareto back on board," says Neil Rosen, president and CEO of eWayDirect. "We had a good working relationship with them in the past, and are pleased that the company has evaluated our products and services and find them worth returning to."

Pareto Platform is a leader in providing business development, practice management and marketing solutions to the business community, providing best business practices to the financial services industry, entrepreneurs, small businesses and sales professionals.

"EwayDirect provides Pareto Platform, and our sister company Pareto Systems, with an excellent portal to reach our target market and inform them of the latest developments in our online CRM practice management tools and consulting services, while reducing the load on our own corporate email servers," says Andrew Giffin, customer support manager at Pareto Platform.

eWayDirect is a market leader in both search and emessaging. Besides providing the highest level of expertise in both PPC and SEO, the company's Priority1email platform allows marketers to isolate their best customers and get their campaigns through to the inbox 100% of the time.

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**Contact Information****JEANNETTE CEZANNE**

eWayDirect, Inc.

<http://www.ewaydirect.com>

203-256-5123

**Andrew Giffin**

Pareto Platform, Inc.

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