



BERSON-SOKOL AGENCY, INC AND THE MARKETING ALLIANCE: A MARRIAGE OF SUCCESS AND OPPORTUNITIES

FOR IMMEDIATE RELEASE

Contact: Timothy P. McKenna, CLU, President 412-231-5630
tmckenna@themarketingalliance.com

Pittsburgh, PA, March 3, 2004 /Pink Sheets News Service/ - The Marketing Alliance, Inc. (MAAL) ("TMA") In most growing businesses the formula for success is a mix of good products, good practices and a lot of hard work. But there are also intangibles, like who you know, strength in numbers and searching for a better way. And, that's how Berson-Sokol Agency, Inc. (B-SA), a very successful insurance agency in its' own right, found new markets and greater success through affiliation within The Marketing Alliance.

Berson-Sokol Agency was founded in 1972, with impaired risk as its initial product offering. Over the years, term insurance, universal Guaranteed life, survivorship life, long term care and annuities were added to the line. B-SA has developed its own unique process for acquiring fast and competitive quotes for their brokers, and with 26 employees offering high touch with a high tech backroom and offices in Cleveland and Columbus, Ohio, B-SA provides exceptional service and personalized help that can even include market development and sales concepts to assist emerging brokers.

But, current business was no guarantee of future success. So, in 2001, Berson-Sokol Agency became a member of The Marketing Alliance for all the right reasons. As Craig Berson, President of Berson-Sokol Agency recently stated: "As part of TMA we gain access to a wider selection of carriers and markets we could not obtain on our own. And by talking to other members whose agencies are similar to ours, we can exchange ideas, learning what is successful and what to avoid. In the three years since joining TMA, we have generated significant additional profits simply by being an active member.

About the Marketing Alliance, Inc.

Headquartered in Pittsburgh, PA, The Marketing Alliance (TMA) is one the largest organizations providing support to independent insurance brokerage agencies, with a goal of providing members value-added services on a more efficient basis than it is possible to achieve individually.

TMA stock is traded in the "pink sheets" (www.pinksheets.com) under the symbol "MAAL.PK". These shares may be purchased or sold through any broker, or through a market-maker in TMA stock, Robotti & Company (Ken Wasiak)
e-mail: wasiak@robotti.com, fax: (212) 986-0816, or phone: (212) 986-4800

Disclosure Concerning Forward-Looking Statements

Except for the historical matters contained herein, statements in this press release are forward-looking and are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Investors are cautioned that forward-looking statements involve risks and uncertainties that may affect the Company's business and prospects. Any forward-looking statements contained in this press release represent our estimates only as of the date hereof, or as of such earlier dates as are indicated, and should not be relied upon as representing our estimates as of any subsequent date. While we may elect to update forward-looking statements at some point in the future, we specifically disclaim any obligation to do so, even if our estimates change.

The Marketing Alliance: Providing Opportunities, Promoting Independence