



Highly Successful Bratton Companies Embraces The Marketing Alliance Business Model

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Pittsburgh, PA (November 13, 2003) "We see our partnership with The Marketing Alliance (TMA) as an opportunity to share ideas with, and learn from, some of the most successful and innovative brokerage agencies in the country. We also appreciate the way in which TMA allows agencies to maintain their independence while sharing in their success."

Speaking is Randy Bratton, President of Bratton Companies, whose insurance marketing firm has grown from a single office with one agent in 1977 into a national wholesaler representing several thousand agents in approximately 40 states, Puerto Rico, US Virgin Islands and Guam.

Using experiences gained at every level of the life insurance business, and drawing upon the broad resources available through the Marketing Alliance, Bratton Companies provide life, annuity, disability income, and long term care products and services for top independent producers while building strong working relationships with agents and home office employees.

Bratton Companies administrative offices and primary operations are located in Memphis, Tennessee.

The Marketing Alliance is a nation-wide network of 142 independent insurance agencies sharing tools and resources for greater profits within their autonomous areas. This is achieved by: packaging an expanded product lines with higher compensation levels, promoting it through national and local co-operative marketing campaigns, pooling resources, and combining production with common carriers to achieve economies of scale. In addition, TMA offers technology benefits, underwriter support, marketing and product support and a business center, all of which offers significant benefits to local agencies, brokerage general agencies and consumers.

The Marketing Alliance: Providing Opportunities, Promoting Independence.

TMA stock is traded in the "pink sheets" (www.pinksheets.com) under the symbol "MAAL.PK". These shares may be purchased/sold through any broker, or through a market-maker in TMA stock, Robotti & Company (Ken Wasiak)

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