



The Marketing Alliance, Inc. Declares Dividend

FOR IMMEDIATE RELEASE

CONTACT: Timothy P. McKenna, President--tmckenna@stargate.net--412-231-5630

Pittsburgh, PA (November 24, 2003) At a meeting of the Board of Directors of The Marketing Alliance held in Tampa, Florida, the Board authorized a \$0.40 cash dividend for shareholders of record on December 15, 2003, to be paid on or about January 31, 2004. This is the latest dividend payment to shareholders, which in calendar year 2003 has also included a 20% stock dividend in August. There was also a three for one stock split in March 2003

Prior year dividend history:

2002 - cash dividend of \$.35 per share [adjusted] and a 15% stock dividend

2001 - cash dividend of \$.03 per share [adjusted]. There was also a 3 for 1 stock split

2000 - cash dividend of \$.30 per share [adjusted] and a 20% stock dividend

1999 - cash dividend of \$.20 per share [adjusted], a 100% stock dividend and a 20% stock dividend

Incorporated in 1996, The Marketing Alliance, Inc. is a comprehensive, independent general agent support network addressing the challenges faced in the ever-changing insurance industry.

Presently made up of 149 distributors, The Marketing Alliance, Inc. allows its member distributors to share in the economic benefits of pooled resources for increased revenue. Services, which are not cost effective or affordable individually, become reality through economies of scale, shared cost of services, software applications and industry expertise; delivering significant benefits to general agents, agents and the end-consumer.

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

e-mail: robotti@robotti.com, fax: (212) 986-0816, or phone: (212) 986-4800