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FOR IMMEDIATE RELEASE

**INSURANCE SERVICES VETERAN JACK DEWALD
JOINS THE MARKETING ALLIANCE'S BOARD OF DIRECTORS**

Memphis-Based Executive Brings More than 24 Years of Industry Experience to the Company

Pittsburgh, PA – November 29, 2005 – The Marketing Alliance, Inc. (Pink Sheets: MAAL), a consortium of independent life insurance brokerage general agencies located throughout the United States, today announced the election of Jack Dewald as a member of their Board of Directors for a three-year term. Mr. Dewald replaces Timothy McKenna, who will continue to serve in an advisory capacity with the Company as Director Emeritus.

Mr. Dewald, CLU RHU, is a graduate of the University of Arkansas with a BSBA degree, and majored in finance and insurance. Upon graduation, he joined Agency Services, Inc., which was founded by his father, and became owner and President in 1994. Agency Services, Inc. is a life and health insurance general brokerage agency and administrator of Section 125 cafeteria plans. It is based in Memphis, TN, with a branch sales office in Birmingham, AL, and is a well-known business resource throughout the mid-southern states.

Throughout his career, Mr. Dewald has demonstrated an exemplary dedication to serving both his profession and community. From 1998–2004, he was a Director of the National Association of Independent Life Brokerage Agencies (NAILBA), and was their Chairman in 2003. He currently continues his association as Director of the NAILBA Charitable Foundation, and recently was appointed NAILBA representative on the LIFE (Life and Health Insurance Foundation for Education) Board of Directors. He is Regional Vice President of the Tennessee Association of Life Underwriters, Past President of the Memphis Life Underwriters Association and a founding member of the Association of Health Insurance Underwriters. In 2000, he was a finalist in the Memphis Business Journal's search for Executive of the Year.

Among his other activities, Mr. Dewald is a member of the Memphis (Downtown) Rotary Club, serves on the Capacity Building Committee of the Community Foundation of Memphis and is a Trustee of the Wesley School.

Ronald D. Verzone, CFP LTCP, Chairman of The Marketing Alliance, stated, "I have had the opportunity to work with Jack in a number of capacities over the past 15 years. Jack has always been a leader in all his endeavors. He brings a strong financial acumen to the TMA Board and I believe his contributions will be realized in a number of areas very quickly."

ABOUT THE MARKETING ALLIANCE, INC.

Headquartered in Pittsburgh, PA, 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 they can achieve individually. TMA's network is comprised of approximately 150 independent life brokerage and general agencies in 43 states. Investor information can be accessed through the shareholder section of TMA's website at http://www.themarketingalliance.com/si_who.cfm.

FORWARD-LOOKING STATEMENT

Investors are cautioned that forward-looking statements involve risks and uncertainties that may affect TMA'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 indicated, and should not be relied upon as representing estimates as of any subsequent date. These statements involve a number of risks and uncertainties, including, but not limited to, general changes in economic conditions. While we may elect to update forward-looking statements at some point in the future, we specially disclaim any obligations to do so.

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