



116 Federal Street, Suite 265, Pittsburgh, PA 15212

FOR IMMEDIATE RELEASE

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

Agency Services, Incorporated – 50 years – and still Learning and growing!

Pittsburgh PA – July 22, 2004 -- Throughout the Mid-South and Southern regions, insurance brokers and advisors have come to depend on Agency Services, Inc. (ASI) to bring customers and carriers together for the benefit of both. Their rich, long history and employee experience averaging over 19 years allows them to apply know-how that gets cases issued quickly, correctly and successfully.

But it's more than just time spent. As ASI President, Jack Dewald recently stated: "Being a part of Agency Services, Inc. means a lifetime of training and improving. This includes being a charter member of America's oldest insurance study group, SUB-Centers, and a founding member of The Marketing Alliance (TMA), an outgrowth of SUB-Centers, and one of the fastest growing organizations in the life insurance business." Living up to their motto: Providing Opportunities, Promoting Independence; TMA offers members added carriers, financial bonuses, on-staff underwriters, a Medical Director, plus centralized processing and the ability to share success and solutions with more than 140 organizations nationwide.

Agency Services, Inc. is headquartered in Memphis, Tennessee with a branch sales office in Birmingham, Alabama, and has several departments to service broker needs for life insurance/annuities, individual health, disability income, long term care/Medicare supplements, section 125 cafeteria plans, and small group benefit plans.

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