

The Marketing Alliance, Inc.

116 Federal Street, Suite 265, Pittsburgh. PA 15212

FOR IMMEDIATE RELEASE

The Marketing Alliance, Inc. Reports Third Quarter Results

Pittsburgh, PA (November 4, 2003) – The Marketing Alliance, Inc. (Pink Sheets: MAAL.PK) today announced financial results for the 3rd quarter ending Sept 30, 2003.

Third Quarter Ended September 30, 2003

- Bonus income for the 3rd quarter of 2003 was \$4.10 million, a 10.48% decrease over the same period last year.
- \$2.55 million was paid out in distributor bonuses during the quarter.
- Net operating revenue for the 3rd quarter decreased to \$1.54 million, a 16.17% decrease over the same period in 2002.
- Net income for the 3rd quarter of 2003 was \$410,481, or \$.20 per share. Net income for the 3rd quarter of 2002, as adjusted, was \$9,306 or \$.00 cents per share.
- During the quarter, 3 agencies joined The Marketing Alliance, Inc. bringing the total number of distributors to 142 as of September 30, 2003.

Nine Months Ended September 30, 2003

- Bonus income for the first nine months of 2003 was \$11.91 million, a 1.51% increase over the same period last year.
- \$6.98 million was paid in distributor bonuses for the nine month period.
- Net operating revenue for the first nine months decreased to \$4.92 million, a 4.39% decrease over the same period in 2002.
- Net income for the first nine months of 2003 was \$1,542,731 or \$.76 per share. Net income for the first nine months of 2002, as adjusted, was \$509,529 or \$.25 cents per share.
- At September 30, 2003 stockholders equity was \$2.69 million as compared to \$1.18 million, as adjusted, as of September 30, 2002.

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

The Marketing Alliance, Inc.

Statement of Operations

	Quarter Ended		Nine Month Period Ended	
	Sept 30	Sept 30	Sept 30	Sept 30
	<u>2003</u>	<u>2002</u>	<u>2003</u>	<u>2002</u>
Bonus Income	\$4,099,139	\$4,579,184	\$11,912,089	\$11,375,085
Distributor Bonus	<u>2,554,812</u>	<u>2,736,888</u>	<u>6,988,120</u>	<u>6,584,947</u>
Net Operating Revenue	1,544,327	1,842,296	4,923,969	5,150,138
 Expenses				
Distributor Benefits	576,159	627,374	1,806,183	1,910,722
Operating Expenses	<u>478,856</u>	<u>412,894</u>	<u>1,401,554</u>	<u>1,139,409</u>
Total Expenses	1,055,015	1,040,268	3,207,737	3,050,131
 Operating Income	489,312	802,028	1,716,232	2,100,007
Other Income (expense)	<u>191,311</u>	<u>(514,115)</u>	<u>616,205</u>	<u>(862,523)</u>
Discontinued Operations	(142)	393	294	(38,955)
Income Before Income Taxes	680,481	288,306	2,332,731	1,198,529
Taxes				
Provision for Income Taxes	<u>(270,000)</u>	<u>(279,000)</u>	<u>(790,000)</u>	<u>(689,000)</u>
Net Income	\$ 410,481	\$ 9,306	\$ 1,542,731	\$ 509,529
 Common Shares Outstanding	2,036,747	2,036,747	2,036,747	2,036,747
Operating Income per Share	\$ 0.24	\$ 0.39	\$ 0.84	\$ 1.03
Net Income per Share	\$ 0.20	\$ 0.00	\$ 0.76	\$ 0.25

Selected Consolidated Balance Sheet Data

	As of	
	<u>Sept 30</u> <u>2003</u>	<u>Sept 30</u> <u>2002</u>
Cash	\$ 539,275	\$ 187,788
Receivables	1,791,903	1,455,255
Investments	2,871,643	3,948,406
Other	412,945	109,412
Total Current Assets	\$ 5,615,766	\$ 5,700,861
 Total Assets	\$ 6,053,612	\$ 6,123,086
 Total Current Liabilities	\$ 3,357,070	\$ 4,857,652
Total Liabilities	3,357,070	4,937,652
 Stockholder's Equity	2,696,542	1,185,434
Total Liabilities & Equity	\$ 6,053,612	\$ 6,123,086

Dividend History -- 2003

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