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FOR IMMEDIATE RELEASE

THE MARKETING ALLIANCE ANNOUNCES 2003 FOURTH QUARTER AND ANNUAL RESULTS

2003 Highlights Compared to 2002

- Revenue increased 9% to \$17.7 million
- Net income rose to \$1.9 million, or \$.94 per share
- Cash and investments improved 28% to \$5.5 million, or \$2.71 per share, at 12/31/03
- No long term debt at 12/31/03

Pittsburgh, PA – May 18, 2004 – The Marketing Alliance, Inc. (MAAL.PK) (“TMA”), a consortium of independent life insurance brokerage general agencies located throughout the United States, today announced financial results for the three months and year ended December 31, 2003 (see attached tables).

Revenue for 2003 increased 9% to \$17.7 million from \$16.3 million last year, while revenue for the fourth quarter of 2003 increased 27% to \$5.8 million from \$4.6 million for the same period last year.

Net operating revenue for 2003 was \$6.2 million versus \$6.4 million in 2002. Net operating revenue for the fourth quarter of 2003 increased 6% to \$1.3 million from \$1.2 million in the fourth quarter of 2002. Net operating revenue for the 2003 periods reflects the inclusion of \$2.2 million of deferred first year commission income and an expense of \$1.7 million of corresponding distributor bonuses. This resulted in \$500,000 of net operating revenue for the 2003 periods. No amounts with respect to deferred first year commissions or related distributor bonuses were included in the 2002 financial statements because the deferred first year commissions could not be reasonably estimated for that period.

Net income for 2003 was \$1.9 million, or \$.94 per share, versus a net loss of \$281,000, or \$.14 per share, for 2002. Net income for the fourth quarter of 2003 was \$380,000, or \$.19 per share, versus a net loss of \$942,000, or \$.46 per share, for the same period last year. The net losses for the 2002 fourth quarter and year includes a \$1.1 million expense, which is the cumulative effect of change in accounting treatment for technology benefits and marketing benefits provided to distributors.

Realized and unrealized gains on investments for 2003 were \$1.2 million, versus a loss of \$259,000 in 2002. Realized and unrealized gains on investments for the fourth quarter of 2003 rose 112% to \$479,000 from \$226,000 in the comparable prior year period.

FINANCIAL POSITION

Shareholders' equity at December 31, 2003 increased 96% to \$2.3 million from \$1.2 million at December 31, 2002. TMA had no long-term debt at December 31, 2003.

DIVIDENDS

TMA has paid approximately \$2.5 million in dividends since 1999. TMA's Board of Directors declared the following dividends during 2003:

- March 2003, a four-for-one stock split to shareholders of record on March 15, 2003
- July 2003, a 20% stock dividend to shareholders of record on August 31, 2003
- November 2003, a cash dividend of \$0.40 per share to shareholders of record on December 31, 2003

ENHANCES INVESTOR RELATIONS SECTION OF COMPANY WEBSITE

TMA recently launched a new shareholder section of its website, incorporating recent share price information, management biographical information, financial results, news items and contact information. The site can be accessed through TMA's home page, or directly at http://www.themarketingalliance.com/si_who.cfm.

PROVIDING OPPORTUNITIES, PROMOTING INDEPENDENCE

Timothy P. McKenna, CLU, President of TMA, commented, "We are very pleased with our results for 2003, as well as the growth of our business and our sound financial position. Last year, 22 agencies joined TMA bringing the total number of distributors to 147 in 43 states as of December 31, 2003. These independent agencies are continuing to realize the benefits that come with leveraging pooled production, shared services and outsourcing. TMA distributors can access a product matrix offered by the industry's most well respected life, long-term care and annuity providers, offer their customers a multitude of carriers and utilize centralized business services. TMA also enhances the compensation of its distributors through the payment of bonuses and offers reimbursement for qualified technology and marketing expenditures."

Mr. McKenna concluded, "Our business model is unique and distinct. By providing extensive back office support, strategic agency assistance and access to superior companies, we enhance the businesses of our distributors at all levels. We look forward to the future with confidence."

ABOUT THE MARKETING ALLIANCE

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 147 independent life brokerage and general agencies in 43 states.

All information in this announcement is current as of the date of this announcement. The information contained herein is being provided for informational purposes only and does not constitute an offer to sell or a solicitation of an offer to buy any securities. The Equity Group is retained by The Marketing Alliance, Inc. to provide investor relations services.

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The Marketing Alliance, Inc.
Consolidated Statement of Operations

	Quarter Ended		Year Ended	
	December 31, <u>2003</u>	December 31, <u>2002</u>	December 31, <u>2003</u>	December 31, <u>2002</u>
Revenue	\$ 5,805,611	\$ 4,556,174	\$ 17,717,700	\$ 16,291,259
Distributor bonus	4,488,416	3,312,375	11,476,536	9,897,322
Net operating revenue	<u>1,317,195</u>	<u>1,243,799</u>	<u>6,241,164</u>	<u>6,393,937</u>
Expenses				
Distributor benefits	608,897	998,778	2,415,080	2,808,411
Operating expenses	<u>629,398</u>	<u>485,564</u>	<u>2,105,657</u>	<u>1,908,069</u>
Total expenses	<u>1,238,295</u>	<u>1,484,342</u>	<u>4,520,737</u>	<u>4,716,480</u>
Operating income (loss)	78,900	(240,543)	1,720,427	1,677,457
Other income (expense)				
Interest and dividend income	52,957	43,690	125,213	73,523
Realized and unrealized gains (losses) on investments	478,891	225,753	1,190,958	(258,937)
Professional fees	(37,467)	-	(94,304)	-
Interest expense	<u>(10,025)</u>	<u>(22,599)</u>	<u>(46,307)</u>	<u>(60,760)</u>
Income from continuing operations before provision for income taxes and cumulative effect of change in accounting method	563,256	6,301	2,895,987	1,431,283
Provision for income taxes	<u>(183,452)</u>	<u>174,074</u>	<u>(973,452)</u>	<u>(589,926)</u>
Income from continuing operations & before cumulative effect of change in accounting method	379,804	180,375	1,922,535	841,357
Loss from discontinued operations	<u>-</u>	<u>(38,790)</u>	<u>-</u>	<u>(38,790)</u>
Income before cumulative effect of change in accounting method	379,804	141,585	\$ 1,922,535	\$ 802,567
Cumulative effective of accounting change net of tax benefit	<u>-</u>	<u>(1,083,667)</u>	<u>-</u>	<u>(1,083,667)</u>
Net income (loss)	<u>379,804</u>	<u>(942,082)</u>	<u>1,922,535</u>	<u>(281,100)</u>
Net income (loss) per share	\$ <u>0.19</u>	\$ <u>(0.46)</u>	\$ <u>0.94</u>	\$ <u>(0.14)</u>
Common shares outstanding	<u>2,036,747</u>	<u>2,036,747</u>	<u>2,036,747</u>	<u>2,036,747</u>

The Marketing Alliance, Inc.
Selected Consolidated Balance Sheet Data

	December 31, <u>2003</u>	<u>As of</u> December 31, <u>2002</u>
ASSETS		
Cash	\$ 252,486	\$ 213,181
Receivables	4,272,802	2,226,294
Investments	5,265,467	4,095,169
Other	<u>207,298</u>	<u>653,452</u>
Total current assets	<u>\$ 9,998,053</u>	<u>\$ 7,188,096</u>
Total assets	<u>\$ 10,331,798</u>	<u>\$ 7,608,875</u>
LIABILITIES AND SHAREHOLDERS' EQUITY		
Total current liabilities	<u>\$ 8,070,152</u>	<u>\$ 6,395,065</u>
Total liabilities	8,070,152	6,455,065
Total shareholders' equity	<u>2,261,646</u>	<u>1,153,810</u>
Total liabilities and shareholders' equity	<u>\$ 10,331,798</u>	<u>\$ 7,608,875</u>