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**FOR IMMEDIATE RELEASE**

**THE MARKETING ALLIANCE DECLARES CASH DIVIDEND**

**\$0.15 Per Share Cash Dividend Represents a 25% Increase Over Prior Year**

Pittsburgh, PA – December 19, 2005 – The Marketing Alliance, Inc.™ (Pink Sheets: MAAL) (“TMA”), a consortium of independent life insurance brokerage general agencies located throughout the United States, today announced that its Board of Directors authorized a \$0.15 per share cash dividend for shareholders of record on December 30, 2005, to be paid on or about January 31, 2006. This is the latest dividend payment to shareholders and an increase of 25% over the 2004 cash dividend of \$0.12 per share.

**ABOUT THE MARKETING ALLIANCE, INC.**

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](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 specifically disclaim any obligation to do so.

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