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FOR IMMEDIATE RELEASE

**THE MARKETING ALLIANCE ANNOUNCES FISCAL YEAR 2006
THIRD QUARTER FINANCIAL RESULTS**

Business Highlights

- **\$2.5 million of working capital and no long-term debt at December 31, 2005**
- **Dividend of \$0.15 paid January 31, 2006**
- **Company relocates corporate headquarters to St. Louis**

St. Louis, MO, February 27, 2006 – The Marketing Alliance, Inc. (Pink Sheets: MAAL) (“TMA”), a consortium of independent life insurance brokerage general agencies located throughout the United States, today announced its fiscal 2006 third quarter financial results for the three months ended December 31, 2005 (see attached tables). As previously announced, TMA’s Board of Directors approved a change in the Company’s fiscal year to the twelve months ending March 31st from a calendar year ending on December 31st. The next quarterly period the Company will report will be its fiscal 2006 fourth quarter ending March 31, 2006.

Timothy M. Klusas, TMA’s President, stated, “We are pleased by our progress, as evidenced by favorable year-over-year comparisons in operating results in both the third quarter and for our fiscal year-to-date. These improvements, despite lower revenues in the periods, demonstrate our progress in reducing costs and gaining efficiencies, positioning us to successfully grow the enterprise. We continue to benefit from initiatives begun more than a year ago, including economies of scale generated at our Business Services Center in Omaha. TMA’s Business Services Center allows our independent agencies to allocate more time and resources to growing their businesses, resulting in cost-efficiencies for our members and TMA.”

Revenues for the three-month period ended December 31, 2005 were \$4.3 million versus \$4.8 million reported by the Company in the prior year period. Gross margin improved to \$510,470, or 11.9% of revenues, from \$499,038, or 10.4% of revenues, in the same period last year. Operating expenses for the three-month period ended December 31, 2005 decreased by 5.4% to \$811,839 from \$855,347 in the same period last year. Improved gross margin and lower total operating expenses produced a narrowed operating loss of \$301,369 versus \$356,309 in the same period last year. However, lower realized and unrealized gains on investments, and other expenses produced a net loss of \$158,132, or \$0.08 per share, for the third quarter of fiscal 2006 as compared to a net loss of \$3,101, or \$0.00 per share, in the same period one year ago.

FINANCIAL CONDITION

TMA's balance sheet at December 31, 2005 reflected working capital of \$2.5 million and no long-term debt.

COMPANY RELOCATES HEADQUARTERS TO MORE CENTRALIZED MIDWEST LOCATION

TMA recently announced the relocation of its corporate headquarters to the St. Louis metro area and the closing of its business offices in Pittsburgh, PA. This is expected to provide management with better access to TMA's independent life brokerage and general agencies, which are spread across the country. The added space and functionality of this new location should support TMA's infrastructure development well into the future. The Company does not expect to incur any material start-up costs related to this relocation.

Mr. Klusas concluded, "By joining the TMA network, distributors can access a broad product matrix offered by the industry's most well respected life and annuity providers, offer their customers a multitude of carriers and utilize centralized business services. We feel that our business model is unique and enhances the businesses of our distributors at all levels."

ABOUT THE MARKETING ALLIANCE, INC.

Headquartered in St. Louis, MO, TMA is one of 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 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.

TMA stock is traded in the "pink sheets" (www.pinksheets.com) under the symbol "MAAL". These shares may be purchased or sold through any broker, or through a market-maker in TMA stock, such as Robotti & Company.

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 are indicated, and should not be relied upon as representing our 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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Consolidated Statement of Operations

	Quarter Ended		Year To Date 9 Months Ended	
	12/31/2005	12/31/2004	12/31/2005	12/31/2004
Revenues	\$ 4,303,740	\$ 4,808,411	\$ 12,367,057	\$ 12,757,852
Distributor Related Expenses				
Distributor bonus & commissions paid	\$ 3,098,396	3,542,730	7,939,115	8,676,043
Business processing & distributor costs	694,874	766,643	1,968,589	2,234,126
Total	<u>3,793,270</u>	<u>4,309,373</u>	<u>9,907,704</u>	<u>10,910,169</u>
Gross Profit	510,470	499,038	2,459,353	1,847,683
Operating Expenses	<u>811,839</u>	<u>855,347</u>	<u>2,200,164</u>	<u>2,196,065</u>
Operating Income (Loss)	(301,369)	(356,309)	259,189	(348,382)
Other Income (Expense)				
Interest & dividend Income (net)	40,625	21,140	65,138	41,754
Realized & unrealized gains on investments (net)	55,153	178,325	334,127	38,825
Interest expense	(663)	(1,008)	(4,625)	(10,604)
Other income (expense)	<u>(70,878)</u>	<u>55,584</u>	<u>(149,964)</u>	<u>(58,415)</u>
Income (Loss) Before Provision for Income Tax	(277,132)	(102,268)	503,865	(336,822)
Benefit (provision) for income taxes	<u>119,000</u>	<u>99,167</u>	<u>(220,000)</u>	<u>179,367</u>
Net Income (Loss)	<u>(158,132)</u>	<u>(3,101)</u>	<u>\$ 283,865</u>	<u>\$ (157,455)</u>
Shares Outstanding	2,036,747	2,036,747	2,036,747	2,036,747
Operating Income (Loss) per Share	\$ (0.15)	\$ (0.17)	\$ 0.13	\$ (0.17)
Net Income (Loss) per Share	\$ (0.08)	\$ (0.00)	\$ 0.14	\$ (0.08)

Consolidated Selected Balance Sheet Items

Assets	As of	
	12/31/2005	3/31/2005
Current Assets		
Cash	\$ 153,844	\$ 451,228
Receivables	4,734,589	4,776,861
Investments	2,713,067	1,929,600
Other	350,602	287,826
Total Current Assets	<u>7,952,102</u>	<u>7,445,515</u>
Other Non Current Assets	<u>490,566</u>	<u>460,754</u>
Total Assets	<u>\$ 8,442,668</u>	<u>\$ 7,906,269</u>
Liabilities & Stockholders' Equity		
Total Current Liabilities	\$ 5,499,521	\$ 4,941,478
Total Liabilities	5,499,521	4,941,478
Stockholders' Equity	<u>2,943,147</u>	<u>2,964,791</u>
Liabilities & Stockholders' Equity	<u>\$ 8,442,668</u>	<u>\$ 7,906,269</u>