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**THE MARKETING ALLIANCE ANNOUNCES FINANCIAL RESULTS
FOR THE FISCAL 2008 FIRST QUARTER ENDING JUNE 30, 2007**

Q1 FY 2008 Highlights Versus Q1 FY 2007

- Net income rose to \$236,108, or \$0.12 per share, from \$82,600, or \$0.04 per share
- Operating income increased 37% to \$322,331 from \$235,242
- Operating margin improved to 8.2% of revenues versus 6.1%

St. Louis, MO, August 23, 2007 – The Marketing Alliance, Inc. (Pink Sheets: MAAL) (“TMA”), a consortium of independent life insurance brokerage general agencies located throughout the United States, today announced financial results for its fiscal first quarter of 2008.

Timothy M. Klusas, TMA's President, stated, “We are pleased with our progress over the past three months. We are beginning to realize a number of benefits from the implementation of new sales and business development processes during fiscal year 2007, as is reflected by our top line growth and improved gross and operating margins during the quarter. Specifically, let me address a few tangible highlights:

- TMA has begun to recognize measurable revenues from the addition of new carriers and new products to our network over the past 18 months, including those offered by ING, Met Life Investors and Aviva / AmerUs Indianapolis Life. We are hopeful that revenues will continue to rise as our independent insurance agency members begin to realize the benefits from the expanded product offerings these carriers provide.
- As previously noted, in March 2007 TMA implemented an incentive plan designed to help our members “pick and choose” which specific products and services would suit their customers’ needs, and in turn drive additional business through TMA. We feel that this program is beginning to gain traction. In addition, our sales associates are provided an opportunity to engage members who had previously only used TMA for specific purposes and help them recognize the wider breadth of carriers, services and products available through our network.
- We were also pleased to announce that the Company repurchased 59,072 shares of its common stock during the first six months of calendar 2007 as part of its previously announced shareholder repurchase program. The Board of Directors has allowed the Company to repurchase at our discretion up to 100,000 shares of TMA common stock until December 31, 2007. As a result of this recent purchase, there are approximately 1.98 million shares of TMA common stock outstanding.”

FISCAL FIRST QUARTER 2008 REVIEW

Revenues for the three-month period ended June 30, 2007 were \$4.0 million as compared to \$3.9 million in the comparable prior year period. The increase in revenues was attributable to increased sales of our new carrier's products as well as existing products. TMA's net operating revenue (gross profit) grew to \$1.1 million, or 26.6% as a percentage of revenue, from \$1.0 million, or 26.3% of revenue, in the same period in fiscal 2007.

TMA reported operating income of \$322,331, or 8.2% of revenues, during the three month period ended June 30, 2007, compared to \$235,242, or 6.1% of revenues, for the prior year period. This increase in operating income and margin was due to higher revenues as a result of the aforementioned initiatives, lower operating expenses due to a one-time start-up cost of \$60,000 in the first quarter of fiscal 2007, and synergies gained from the Company's consolidation of operations to its St. Louis, MO headquarters.

TMA reported net income of \$236,108, or \$0.12 per share based on 1,977,675 shares outstanding, for the fiscal first quarter of 2008, versus net income of \$82,600, or \$0.04 per share based on 2,036,747 shares outstanding, for the fiscal first quarter of 2007. This increase in net income is primarily due to higher operating income during the quarter and from a realized and unrealized gain on investments of \$59,915, in the fiscal first quarter of 2008, as compared to a \$102,903 loss on investments during the prior year period. The decrease in shares outstanding is due to the Company's execution of its share repurchase program.

FINANCIAL CONDITION

TMA's balance sheet at June 30, 2007 reflected working capital of \$4.1 million and no long-term debt. Shareholders' equity at June 30, 2007 increased 4.5% to \$4.4 million from \$4.2 million at March 31, 2007.

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	
	6/30/2007	6/30/2006
Revenues	\$ 3,954,863	\$ 3,870,986
Distributor Related Expenses		
Distributor bonus & commissions paid	2,284,668	2,194,387
Distributor benefits & processing	619,347	656,910
Total	2,904,015	2,851,297
Net Operating Revenue	1,050,848	1,019,689
Operating Expenses	728,517	784,447
Operating Income	322,331	235,242
Other Income (Expense)		
Interest & dividend income [net]	14,703	6,892
Realized & unrealized gains [losses] on investments (net)	59,915	(102,903)
Interest expense	(841)	(5,631)
Income Before Provision for Income Tax	396,108	133,600
Provision for income taxes	(160,000)	(51,000)
Net Income	\$ 236,108	\$ 82,600
Shares Outstanding	1,977,675	2,036,747
Operating Income per Share	\$ 0.16	\$ 0.12
Net Income per Share	\$ 0.12	\$ 0.04

Consolidated Selected Balance Sheet Items

	As of	
Assets	6/30/2007	3/31/2007
Current Assets		
Cash	\$ 1,124,585	\$ 1,283,240
Receivables	4,299,554	4,497,987
Investments	3,173,504	2,715,997
Other	63,620	32,105
Total Current Assets	8,661,263	8,529,329
Other Non Current Assets	325,468	367,571
Total Assets	\$ 8,986,731	\$ 8,896,900
Liabilities & Stockholders' Equity		
Total Current Liabilities	\$ 4,608,505	\$ 4,707,409
Total Liabilities	4,608,505	4,707,409
Stockholders' Equity	4,378,226	4,189,491
Liabilities & Stockholders' Equity	\$ 8,986,731	\$ 8,896,900