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FOR IMMEDIATE RELEASE

THE MARKETING ALLIANCE ANNOUNCES 2004 THIRD QUARTER RESULTS

Highlights

- TMA Marketing provides growth and revenue opportunity for agencies without additional staff
- Omaha Business Center centralizes staff and functions for increased agency efficiency
- \$0.12 cash dividend per share authorized by Board of Directors

Pittsburgh, PA – December 10, 2004 – 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 the third quarter and nine month period ended September 30, 2004 (see attached tables).

Revenues for the 3rd quarter of 2004 were \$3.9 million versus \$4.1 million in the same period last year. This slight decrease was due to reduced overall consumer spending activity brought about by a lack of confidence across key economic sectors. Revenues for the nine-month period ended September 30, 2004 were \$11.6 million, down slightly from the \$11.9 million reported in the comparable period in 2003. Gross profit for the 3rd quarter decreased to \$205,000 from \$572,000 in the same period last year, due primarily to increased benefits paid out to member agencies. Gross profit for the nine months period ended September 30, 2004 was \$3.1 million, a 6.1% decrease over 2003.

Operating expenses for the 3rd quarter of 2004 rose 39.1% to \$666,000 from \$479,000 in the same period of 2003. This increase was related primarily to initiatives designed to enhance the operations of the Company's TMA Marketing, Inc. (“TMAM”) subsidiary, which provides distributors an entrée into the annuity business without incurring significant start up expenses, and the Omaha processing center, where additional data entry employees and case workers were brought on-line during the 3rd quarter. Management believes that operating expenses will return to 2003 levels by the second quarter of 2005. The Company also reported for the nine-month period ended September 30, 2004 approximately \$80,000 in extraordinary, non-recurring legal and accounting costs associated with compliance and industry research initiatives.

As a result of these factors, TMA reported an operating loss of \$461,000 in the 3rd quarter of 2004, as compared to operating income of \$94,000 in the comparable prior year period. Operating income for the nine months ended September 30, 2004 was \$1.1 million as compared to \$1.9 million for the nine months ended September 30, 2003.

The Company reported a net loss of \$221,000, or \$.11 per share, in the third quarter of 2004 versus net income of \$173,000 or \$.08 per share, for the same period last year. The decrease in net income for the quarter was a result of the decrease of revenues, the aforementioned business investments and reduced realized gains on investments. Net income for the nine-months ended September 30, 2004 was \$567,000, or \$.28 per share, as compared to net income of \$1.7 million, or \$.84 per share, for the comparable period last year.

TMA Declares 2004 Dividend

The Board of Directors has authorized a \$0.12 cash dividend for shareholders of record on December 15, 2004, to be paid on or about January 31, 2005. Based on nine-month net income per share, the payout ratio of the 2004 dividend is 43% versus a 48% payout ratio for the 2003 dividend.

ABOUT THE MARKETING ALLIANCE, INC.

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 150 independent life brokerage and general agencies in 43 states. 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.

FORWARD-LOOKING STATEMENT

Investors are cautioned that forward-looking statements involve risks and uncertainties that may affect the Company'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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The Marketing Alliance, Inc.

Consolidated Statement of Operations

	Quarter Ended		Year to Date 9 Months Ended	
	9/30/04	9/30/03	9/30/04	9/30/03
Revenues	\$ 3,895,911	\$ 4,099,139	\$ 11,638,995	\$ 11,912,089
Distributor Costs				
Distributor bonus	\$ 3,002,571	2,950,170	6,262,651	6,766,530
Distributor benefits	688,122	576,639	2,239,863	1,806,113
Total	3,690,693	3,526,809	8,502,514	8,572,643
Gross Profit	205,218	572,330	3,136,481	3,339,446
Operating Expenses	665,925	478,669	2,083,162	1,401,554
Operating Income	(460,707)	93,661	1,053,319	1,937,892
Other Income (Expense)				
Interest & dividend Income (net)	9,162	17,691	26,425	49,882
Realized & unrealized gains [losses] on investments (net)	127,200	210,995	66,327	655,230
Interest expense	(3,133)	(2,375)	(16,521)	(13,908)
Other	(64,752)	(35,142)	(132,453)	(74,706)
Income Before Provision for Income Tax	(392,230)	284,830	997,097	2,554,390
Provision for income taxes	171,200	(111,857)	(430,358)	(850,497)
Net Income	(221,030)	172,973	\$ 566,739	\$ 1,703,893
Shares Outstanding	2,036,747	2,036,747	2,036,747	2,036,747
Operating Income per Share	\$ (0.23)	\$ 0.05	\$ 0.52	\$ 0.95
Net Income per Share	\$ (0.11)	\$ 0.08	\$ 0.28	\$ 0.84

Consolidated Selected Balance Sheet Items

Assets	As of	
	9/30/04	12/31/03
Current Assets		
Cash	\$ 591,156	\$ 252,486
Receivables	3,967,324	4,272,802
Investments	2,373,358	5,265,467