



The Marketing Alliance, Inc. Hires New Medical Director

FOR IMMEDIATE RELEASE

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Pittsburgh, PA (September 16, 2003) The Marketing Alliance, Inc. today announced the appointment of Linda S. Goodwin, MD, FACP as Medical Director for the company. Dr. Goodwin was formerly Vice President and Senior Medical Director with United of Omaha and Vice President and Chief Medical Director with Transamerica Reinsurance Company. As a Diplomate with the American Board of Internal Medicine and the American Board of Insurance Medicine, with a Certificate of Added Qualifications in Geriatric Medicine, Dr. Goodwin brings excellent credentials to her new position. She is widely published in both insurance and medical journals including co-authorship of "Underwriting the Elderly", Medical Selection of Life Risks, Brackenridge and Elder (eds.) 4th ed., Macmillan, New York 1998.

Dr. Goodwin will work with the Distributor Agencies of The Marketing Alliance, Inc. to provide case review and medical underwriting support in the impaired risk marketplace. Her expertise in the area of geriatric medicine and older age underwriting will greatly enhance an already excellent underwriting department providing service to the agencies and carriers affiliated with The Marketing Alliance, Inc.