



Affiliating with The Marketing Alliance is Just The Latest Change in Katz Nassau Agency's Success

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Thirteen years ago, two small brokerage general agencies run by Marty Katz and Gary Nassau reached the same conclusion: that a single practitioner representing only one or two companies could not survive in a changing life and health insurance marketplace. And so...the Katz Nassau Agency was formed.

With dual thrusts of handling the excess production of career agents, and being the life arm of property and casualty agents, together they grew to rank among the leading general agents with their companies. But change was not over, and when the revolution in group insurance hit in the early 1990's, it was time to refocus, nurturing individual life production, and promoting growth.

In 2000, the Katz Nassau Agency affiliated with The Marketing Alliance (TMA) and found the large number of carriers and broad offering desired by their customers, and a lot more. As agency president Gary Nassau recently stated: "TMA has provided us with in-house underwriting capability, marketing and technical support, and the opportunity to take advantage of the combined knowledge and experience of other leading brokerage agencies". Combining those sentiments with a plan to perpetuate their agency, the promotion of Joseph Bosnack, Jr. to partner representing the next generation, and over 90 years of life brokerage business experience, they are ready to provide service, product and expertise to their brokers... and ready for change when needed.

The Marketing Alliance is a nation-wide network of more than 140 independent insurance agencies sharing tools and resources for greater profits within their autonomous areas. This is achieved by: packaging an expanded product lines with higher compensation levels, promoting it through national and local co-operative marketing campaigns, pooling resources, and combining production with common carriers to achieve economies of scale. In addition, TMA offers technology benefits, underwriter support, marketing and product support and a business center, all of which offers significant benefits to local agencies, brokerage general agencies and consumers.

TMA stock is traded in the "pink sheets" (www.pinksheets.com) under the symbol "MAAL.PK". These shares may be purchased/sold through any broker, or through a market maker in TMA stock, Robotti & Company (Ken Wasiak)
E-mail: wasiak@robotti.com, fax: (212) 986-0816, or phone: (212) 986-4800

The Marketing Alliance: Providing Opportunities, Promoting Independence.