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**THE MARKETING ALLIANCE ANNOUNCES FINANCIAL RESULTS FOR THE
FISCAL 2008 SECOND QUARTER AND SIX MONTHS ENDED SEPTEMBER 30, 2007**

St. Louis, MO, November 27, 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 second quarter and six-month period ended September 30, 2007.

FINANCIAL HIGHLIGHTS FOR THE THREE AND SIX-MONTH PERIODS ENDED SEPTEMBER 30, 2007

- Total revenue for the fiscal 2008 second quarter increased 5% to \$3.9 million. Total revenue for the first six months of fiscal 2008 rose to \$7.8 million, an increase of 3%.
- Net operating revenue (gross profit) for the fiscal 2008 second quarter increased 33% to \$807,947. Net revenue for the first six months of fiscal 2008 grew to \$1.9 million, an increase of 14%. TMA improved gross profit margins for both the three and six-month periods.
- Operating income for the fiscal 2008 second quarter improved to \$269,810 from an operating loss of \$7,098 for the second quarter of fiscal 2007. Operating income for the first six months of fiscal 2008 improved to \$592,141, an increase of 160%.
- Net income for the fiscal second quarter rose to \$218,698, or \$0.11 per share, from \$11,895, or \$0.01 per share, for the prior year period. Net income for the six months ended September 30, 2007 increased to \$454,806 from \$94,495 for the six-month period ended September 30, 2006.

Timothy M. Klusas, TMA's President, stated, "Through the first half of fiscal 2008, we continue to see the effects of growth initiatives implemented in recent quarters. We have positioned the Company to accommodate top-line growth through the steady addition and integration of new carriers and distributors to our network, along with the addition of services for existing customers. As we grow, we plan to take advantage of economies of scale through our internally controlled business service center, which increases our capabilities and improves efficiency levels for our customer agencies, encouraging them to drive more business through our network. We continue to stay focused on promoting growth and efficiency and are hopeful that this operating leverage and our new business initiatives will continue to show results during the second half of fiscal 2008."

FISCAL 2008 SECOND QUARTER REVIEW

Total revenues for the three-month period ended September 30, 2007 increased 5% to \$3.9 million from \$3.7 million for the three-month period ended September 30, 2006. The increase in revenues can be attributed to multiple new additional carriers and distributors to TMA's network, along with increased customer use of TMA's wholly-owned subsidiary, TMA Marketing. The increase in revenue is tempered by a loss in revenue from the consolidation of three carriers into one during the comparable periods. As a result of higher revenues, TMA's net operating revenue (gross profit) grew to \$807,947, or 21% of revenue, from \$606,238, or 16% of revenue, for the same period in fiscal 2007.

For the quarter ended September 30, 2007, TMA reported operating income of \$269,810, or 7.0% of revenues, compared to an operating loss of \$7,098 for the prior year period. The increase in operating income and margin is due to higher revenues and a reduction in operating expenses. Operating expenses decreased by 12.3% to \$538,137, or 14% of revenues, from \$613,336, or 17% of revenues, in fiscal 2007. The decrease in operating expenses was due to TMA's continuing focus on operating efficiencies.

For the second quarter of fiscal 2008, TMA reported net income of \$218,698, or \$0.11 per share, based on 1,977,675 shares outstanding, versus net income of \$11,895, or \$0.01 per share, based on 2,036,747 shares outstanding, for the fiscal second quarter of 2007. The increase in net income is primarily due to higher operating income for the second quarter of fiscal 2008, as well as a realized and unrealized gain on investments of \$60,833 compared to \$24,596 for the prior year period. The decrease in shares outstanding is due to the Company's execution of its share repurchase program.

FISCAL 2008 FIRST HALF REVIEW

Total revenues for the first half of fiscal 2008 were \$7.8 million, up 3% from \$7.6 million for the first half of fiscal 2007. Net operating revenues for the six months ended September 30, 2007 increased 14% to \$1.9 million from \$1.6 million for the prior year period. For the first half of fiscal 2008, operating income increased to \$592,141 from \$228,144 in the first half of fiscal 2007. Operating expenses for the six months ended September 30, 2007 were down 9%, to \$1.3 million, or 16% of revenues, from \$1.4 million, or 19% of revenues, in the prior six-month period. Net income improved to \$454,806, or \$0.23 per share, up from \$94,495, or \$0.05 per share, in the first half of fiscal 2007.

TMA DECLARES 2007 CASH DIVIDEND

The Company recently announced that its Board of Directors authorized a \$0.21 per share cash dividend for shareholders of record on December 1, 2007, to be paid on or about January 31, 2008. This is the latest dividend payment to shareholders and an increase of 24% over last year's cash dividend of \$0.17 per share.

FINANCIAL CONDITION

TMA's balance sheet at September 30, 2007 reflected working capital of \$4.3 million versus \$3.8 million at March 31, 2007 and no long-term debt. Shareholders' equity at September 30, 2007 increased 10% to \$4.6 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		Year to Date	
	9/30/2007	9/30/2006	9/30/2007	9/30/2006
			6 Months Ended	
Revenues	<u>\$ 3,869,093</u>	<u>\$ 3,694,329</u>	<u>\$ 7,823,956</u>	<u>\$ 7,565,315</u>
Distributor Related Expenses				
Distributor bonus & commissions paid	2,384,602	2,347,666	4,669,270	4,542,053
Distributor benefits & processing	676,544	740,425	1,295,891	1,397,335
Total	<u>3,061,146</u>	<u>3,088,091</u>	<u>5,965,161</u>	<u>5,939,388</u>
Net Operating Revenue	807,947 21%	606,238 16%	1,858,795 24%	1,625,927 21%
Operating Expenses	<u>538,137</u>	<u>613,336</u>	<u>1,266,654</u>	<u>1,397,783</u>
Operating Income (Loss)	269,810	(7,098)	592,141	228,144
Other Income (Expense)				
Interest & dividend income [net]	32,239	8,846	46,942	15,738
Realized & unrealized gains [losses] on investments (net)	60,833	24,596	120,748	(78,307)
Interest expense	<u>(1,184)</u>	<u>(3,449)</u>	<u>(2,025)</u>	<u>(9,080)</u>
Income Before Provision for Income Tax	361,698	22,895	757,806	156,495
Provision for income taxes	<u>(143,000)</u>	<u>(11,000)</u>	<u>(303,000)</u>	<u>(62,000)</u>
Net Income	<u>\$ 218,698</u>	<u>\$ 11,895</u>	<u>\$ 454,806</u>	<u>\$ 94,495</u>
Shares Outstanding	1,977,675	2,036,747	1,977,675	2,036,747
Operating Income per Share	\$ 0.14	\$ (0.00)	\$ 0.30	\$ 0.11
Net Income per Share	\$ 0.11	\$ 0.01	\$ 0.23	\$ 0.05

Consolidated Selected Balance Sheet Items

Assets	As of	
	9/30/2007	3/31/2007
Current Assets		
Cash	\$ 1,712,724	\$ 1,283,240
Receivables	4,036,876	4,497,987
Investments	3,171,177	2,715,997
Other	189,448	32,105
Total Current Assets	<u>9,110,225</u>	<u>8,529,329</u>
Other Non Current Assets	<u>297,500</u>	<u>367,571</u>
Total Assets	<u>\$ 9,407,725</u>	<u>\$ 8,896,900</u>
Liabilities & Stockholders' Equity		
Total Current Liabilities	<u>\$ 4,810,801</u>	<u>\$ 4,707,409</u>
Total Liabilities	4,810,801	4,707,409
Stockholders' Equity	<u>4,596,924</u>	<u>4,189,491</u>
Liabilities & Stockholders' Equity	<u>\$ 9,407,725</u>	<u>\$ 8,896,900</u>