



FOR IMMEDIATE RELEASE

THE MARKETING ALLIANCE RAISES ANNUAL CASH DIVIDEND BY 10% TO \$0.23 PER SHARE

St. Louis, MO, November 11, 2008 – The Marketing Alliance, Inc. (Pink Sheets: MAAL) (“TMA”), a provider of services and distributor of products to independent insurance agencies throughout the United States, today announced that its Board of Directors authorized a \$0.23 per share cash dividend for shareholders of record on December 1, 2008, to be paid on or about December 15, 2008.

This is the latest dividend payment to shareholders and an increase of 10% over the 2007 cash dividend of \$0.21 per share.

ABOUT THE MARKETING ALLIANCE, INC.

Headquartered in St. Louis, MO, TMA is one of the largest organizations offering 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. The Company provides its members located across the country access to a wide array of life insurance and annuity products from an extensive network of carriers. Investor information can be accessed through the shareholder section of TMA’s website at http://www.themarketingalliance.com/si_who.cfm.

TMA stock is quoted in the “pink sheets” (www.pinksheets.com) under the symbol “MAAL”.

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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