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FOR IMMEDIATE RELEASE**THE MARKETING ALLIANCE DECLARES DIVIDEND**

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 that its Board of Directors-authorized a \$0.12 cash dividend for shareholders of record on December 15, 2004, to be paid on or about January 31, 2005. This is the latest dividend payment to shareholders. 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.

Prior year dividend history:

2003 - cash dividend of \$.40 per share (adjusted), 20% stock dividend and 3 for 1 stock split.

2002 - cash dividend of \$.35 per share (adjusted) and 15% stock dividend.

2001 - cash dividend of \$.03 per share (adjusted) and 3 for 1 stock split.

2000 - cash dividend of \$.30 per share (adjusted) and 20% stock dividend.

1999 - cash dividend of \$.20 per share (adjusted), 100% stock dividend and 20% stock 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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