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**FOR IMMEDIATE RELEASE**

**THE MARKETING ALLIANCE DECLARES 2006 CASH DIVIDEND;  
RE-AUTHORIZES STOCK REPURCHASE PROGRAM**

St. Louis, MO, October 19, 2006 – The Marketing Alliance, Inc. (Pink Sheets: MAAL) (“TMA” or the “Company”), a consortium of independent life insurance brokerage general agencies located throughout the United States, today announced that its Board of Directors authorized a \$0.17 per share cash dividend for shareholders of record on December 1, 2006, to be paid on or about January 31, 2007. This is the latest dividend payment to shareholders and an increase of 13% over last year’s cash dividend of \$0.15 per share.

The Company also announced that its Board of Directors has extended until December 31, 2007 the program allowing the Company to repurchase at its discretion up to 100,000 shares of TMA common stock. Currently, there are approximately 2.0 million shares of TMA common stock outstanding.

**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/sj\\_who.cfm](http://www.themarketingalliance.com/sj_who.cfm).

TMA stock is traded in the “pink sheets” ([www.pinksheets.com](http://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.