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**FOR IMMEDIATE RELEASE**

**THE MARKETING ALLIANCE ANNOUNCES FISCAL 2009  
FIRST QUARTER FINANCIAL RESULTS**

**FY 2009 FIRST QUARTER FINANCIAL HIGHLIGHTS**

- Revenue up 32% to \$5.2 million
- Operating income rose 56% to \$385,000; operating margins improve to 7.4% from 6.2%
- Net income improves 18% to \$224,000, or \$0.11 per share
- Company remains dedicated to helping its distributor customers operate more profitably in a challenging economy

**St. Louis, MO, September 15, 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 financial results for its fiscal first quarter ended June 30, 2008.

Timothy M. Klusas, TMA’s President, stated, “The Company continues to grow all elements of its business while maintaining a streamlined cost infrastructure. We were pleased to achieve significant growth during the fiscal 2009 first quarter in revenue, operating income, and net income. Furthermore, we continue to closely monitor our operating margins. We have achieved year-over-year decreases in our operating expenses in eight out of the past nine quarters, and we were pleased to continue this trend in our fiscal 2009 first quarter.”

Mr. Klusas continued, “We are especially pleased with these results when considering the state of the economy and its effects on the life insurance industry. We offer our independent agent distributors a wide and growing array of life insurance and annuity products from a variety of carriers as a means of cost-effectively growing their business. Furthermore, the bonus and benefit package that we designed in March 2007 allows for these distributors to increase their profitability and grow their businesses. We feel that this ‘win-win’ cycle is a primary driver of TMA’s growth. In addition, our annuity business continues to make in-roads with our existing distributors. This turn-key solution offers a value-add to our existing distributors and allows access to a new potential revenue stream with minimal cost. In a challenging economic climate, this is proving to be successful.”

Mr. Klusas concluded, “We continue to build a long-term value proposition for our shareholders. We feel that we have established a lean operating infrastructure that provides a strong foundation for top-line growth. Our Company continues to execute on the plan this management team established and announced over three years ago, and we are hopeful that potential customers and shareholders will examine our progress throughout this period.”

### **FISCAL 2009 FIRST QUARTER FINANCIAL HIGHLIGHTS**

- Total revenues for the three-month period ended June 30, 2008 increased 32% to \$5.2 million from \$4.0 million for the three-month period ended June 30, 2007. The increase was partially due to a ramp-up in sales from growth in the Company's carrier network, which includes five new additions over the past 24 months. These additions include such well-recognized providers as Transamerica, Prudential Financial, ING and Met Life.
- Distributor bonus and commissions increased to \$3.4 million from \$2.3 million in the same period last year, and benefits and processing expenses increased to \$691,000 from \$619,000 in the first quarter of fiscal 2008. These increases were primarily due to distributors taking advantage of TMA's new incentive program by growing their business with TMA.
- Net operating revenue (gross profit) grew 9% to \$1.15 million from \$1.10 million in the comparable fiscal 2008 period. The Company's gross profit margins declined to 22.0% from 26.6% in the prior year period, largely due to higher bonus payments as distributors are benefiting from changes in the new incentive structures.
- Operating income rose 56% to \$385,000, or 7.4% of revenues, from operating income of \$246,000, or 6.2% of revenues, for the prior year period.
- Realized and unrealized loss on investments during the period totaled (\$31,000), compared to a realized and unrealized gain of \$60,000 for the first quarter of fiscal 2008. The Company continues to closely monitor its investment holdings, and reiterates that while short-term unrealized gains and losses affect earnings, it has not affected TMA's ability to execute all of its strategic initiatives or expand operations.
- Net income for the fiscal 2009 first quarter increased 18% to \$224,000, or \$0.11 per share, as compared to net income of \$190,000, or \$0.10 per share, for the fiscal 2008 first quarter.

### **SELECTED OTHER FINANCIAL INFORMATION**

TMA's balance sheet at June 30, 2008 reflected cash of \$2.3 million, up from \$1.7 million at March 31, 2008. The Company also reported working capital of \$4.1 million and no long-term debt. Shareholders' equity at June 30, 2008 totaled \$4.3 million.

### **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](http://www.themarketingalliance.com/si_who.cfm).

TMA stock is quoted in the "pink sheets" ([www.pinksheets.com](http://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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## Consolidated Statement of Operations

	Quarter Ended	
	6/30/08	6/30/07
<b>Revenues</b>	<b><u>\$ 5,224,822</u></b>	<b><u>\$ 3,954,863</u></b>
<b>Distributor Related Expenses</b>		
Distributor bonus & commissions paid	3,385,713	2,284,668
Distributor benefits & processing	<u>691,048</u>	<u>619,347</u>
<b>Total</b>	<b><u>4,076,761</u></b>	<b><u>2,904,015</u></b>
 <b>Net Operating Revenue</b>	 <b>1,148,061</b>	 <b>1,050,848</b>
 <b>Operating Expenses</b>	 <u>763,130</u>	 <u>804,517</u>
 <b>Operating Income</b>	 <b>384,931</b>	 <b>246,331</b>
 <b>Other Income (Expense)</b>		
Interest & dividend income [net]	20,635	14,703
Realized & unrealized gains [losses] on investments (net)	(31,145)	59,915
Interest expense	<u>(3,027)</u>	<u>(841)</u>
 <b>Income Before Provision for Income Tax</b>	 <b>371,394</b>	 <b>320,108</b>
Benefit (Provision) for income taxes	<u>(147,000)</u>	<u>(130,000)</u>
 <b>Net Income</b>	 <b><u>\$ 224,394</u></b>	 <b><u>\$ 190,108</u></b>
 <b>Average Shares Outstanding</b>	 <b>1,977,675</b>	 <b>1,977,675</b>
 <b>Operating Income per Share</b>	 <b>\$ 0.19</b>	 <b>\$ 0.12</b>
<b>Net Income per Share</b>	<b>\$ 0.11</b>	<b>\$ 0.10</b>

## Consolidated Balance Sheet Items

	As of	
Assets	6/30/08	3/31/08
<b>Current Assets</b>		
Cash	\$ 2,289,371	\$ 1,709,172
Receivables	4,343,562	4,529,119
Investments	2,083,495	2,256,120
Other	237,657	421,698
<b>Total Current Assets</b>	<u>8,954,085</u>	<u>8,916,109</u>
<b>Other Non Current Assets</b>	<u>259,865</u>	<u>289,792</u>
<b>Total Assets</b>	<u><u>\$ 9,213,950</u></u>	<u><u>\$ 9,205,901</u></u>
<b>Liabilities &amp; Stockholders' Equity</b>		
<b>Total Current Liabilities</b>	<u>\$ 4,868,202</u>	<u>\$ 5,084,543</u>
<b>Total Liabilities</b>	<u>4,868,202</u>	<u>5,084,543</u>
<b>Stockholders' Equity</b>	<u>4,345,748</u>	<u>4,121,358</u>
<b>Liabilities &amp; Stockholders' Equity</b>	<u><u>\$ 9,213,950</u></u>	<u><u>\$ 9,205,901</u></u>