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FOR IMMEDIATE RELEASE**INSURANCE AND FINANCIAL SERVICES VETERAN PETER R. MILNES
JOINS THE MARKETING ALLIANCE'S BOARD OF DIRECTORS**

Pittsburgh, PA – January 14, 2005 – The Marketing Alliance, Inc. (Pink Sheets: MAAL) (“TMA”), a consortium of independent life insurance brokerage general agencies located throughout the United States, today announced the appointment of Peter R. Milnes as an independent member of the Company's Board of Directors. Mr. Milnes replaces George Cates, who recently retired, and will complete the remainder of Mr. Cates' term. Mr. Milnes will serve on the Company's audit committee and is in the class of Directors whose terms expire at TMA's annual shareholders meeting in 2006.

Mr. Milnes, CPCU CIC, has more than 25 years of experience in the insurance and financial services industry. From 1985-1995, He served as President of The Insurance Exchange, one of New England's largest independent insurance agencies.

From 1995 to 2000, Mr. Milnes served as Chairman and CEO for USI New England, the regional office for USI Holdings Corporation (NASDAQ: USIH), an insurance and financial services firm providing distribution of general and specialty property and casualty insurance and financial services such as employee benefits outsourcing and related consulting. During his tenure with the Company, Mr. Milnes expanded the regional office over 100% through acquisitions and internal growth.

In 2001, he founded INEX Capital & Growth Advisors, a consulting firm dedicated to adding value for independent insurance agency principals. He currently serves as Chairman and CEO for INEX, where he is responsible for new business development, long-term planning and all financial aspects for the firm.

Mr. Milnes is a licensed insurance broker in 11 states and in Canada. He is currently an Executive Board Member of the Whittemore School of Business and Economics at the University of New Hampshire.

Ronald D. Verzone, CFP LTCP, Chairman of The Marketing Alliance, stated, “Peter brings a wealth of industry and financial expertise to our Board. His experience in sales, underwriting and new business development will be a tremendous asset to TMA and its independent member agencies.”

Mr. Verzone continued, "Peter has extensive experience in several areas that are critical to TMA's future growth. His success in developing the USI network will provide invaluable benefits. As TMA has demonstrated tremendous growth over the past 8 years, now is the time to refine its growth and focus on improving profitability and increasing distributor utilization of the numerous benefits available to improve their bottom line."

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 estimates only as of the date hereof, or as of such earlier dates as indicated, and should not be relied upon as representing 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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