



The Marketing Alliance, Inc. Names Directors; Reaffirms Auditors

FOR IMMEDIATE RELEASE

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Pittsburgh, PA (September 24, 2003) At their annual meeting of shareholders held at the Renaissance Hotel Resort in Pittsburgh, PA on September 18, 2003, the Marketing Alliance, Inc. (TMA) re-elected three directors to serve additional three-year terms. They are:

Mr. Edward Murray -- a principle in the firm of Murray and Zuckerman Insurance, located in Schenectady, New York, and TMA's Treasurer.

Mr. Jim Stewart -- President of Insurance Marketing Concepts, Inc., located in Charlotte, North Carolina.

Mr. George Cates - Experience in engineering, manufacturing, sales and marketing, and former Chairman of the Board and CEO of Mid-America Apartment Communities, Inc.

All of these gentlemen are well recognized within their industries, and have served in leadership positions on local and national boards and associations, and as volunteers on various business, civic, charitable, and academic boards in their home areas.

In addition to electing directors, Urbach, Kahn and Werlin, PC, Certified Public Accountants, will continue as auditors of the corporation for the fiscal year ending December 31, 2004

Incorporated in 1996, The Marketing Alliance, Inc. is a comprehensive, independent general agent support network addressing the challenges faced in the ever-changing insurance industry.

Presently made up of 139 distributors, The Marketing Alliance allows its member distributors to share in the economic benefits of pooled resources for increased revenue. Services, which are not cost effective or affordable individually, become reality through economies of scale, shared cost of services, software applications and industry expertise; delivering significant benefits to general agents, agents and the end-consumer.

TMA stock is traded in the "pink sheets" (www.pinksheets.com) under the symbol "MAAL.PK". These shares may be purchased/sold through any broker, or through a market-maker in TMA stock, Robotti & Company [Ken Wasiak]

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