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FOR IMMEDIATE RELEASE**THE MARKETING ALLIANCE RELOCATES TO NEW CORPORATE HEADQUARTERS
IN ST. LOUIS METRO AREA****Centralized Setting Provides Better Access to TMA's Independent Agents**

St. Louis, MO – February 17, 2006 – The Marketing Alliance, Inc.™ (Pink Sheets: MAAL) (“TMA”), a consortium of independent life insurance brokerage general agencies located throughout the United States, today announced its relocation to a new corporate headquarters in the St. Louis metro area and has closed its business offices in Pittsburgh, PA. The new address and phone number are 111 West Port Plaza, Suite 1010, St. Louis, MO, 63146, (314) 275-8713.

TMA's President, Timothy M. Klusas, will be based at these offices and the Company expects to hire additional staff as business conditions warrant in order to augment its current employee base. The Company does not expect to incur any material start-up costs related to this relocation.

Commenting on the new headquarters, Mr. Klusas stated, “We continue to focus on aggressively addressing potential areas of growth for the Company, while adhering to our core philosophy of providing our independent member agencies with the means to compete within their marketplace. In preparation for this expected growth, we have relocated our corporate headquarters. This will provide management with better access to TMA's independent life brokerage and general agencies, which are spread across the country. The added space and functionality of this new location should support the Company's development well into the future.”

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/si_who.cfm.

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 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 specially disclaim any obligations to do so.

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