



America's Foremost
Insurance Brokerage Network

THE MARKETING ALLIANCE, INC.

(Pink Sheets:MAAL)

**November 2009
Investor Presentation**

www.themarketingalliance.com

Investment Considerations

Business	Distributor of Insurance Products to Independent Insurance Agents
Financial Highlights (FY Ends March 31st)	Q1 revenues of \$5.0 million Q1 net income rose 128% to \$538,000, or \$0.27 p/s FY 2009 revenue increased 37% to \$22.7 million FY 2009 net income rose 131% to \$1.2 million, or \$0.62 p/s
2008 Cash Dividend	\$0.23/share 4% Yield @ \$5.75/share*
Solid Balance Sheet	Working Capital - \$4.9 Million @ 6/30/09 No Long Term Debt
Corporate Governance	Eight Member Board of Directors Fully Audited Financial Results Consistent Reporting History

* Price at 10/15/2009

Enterprise Value Multiples

@ \$5.50 / share

\$10.5M Market Cap

2.6x EBITDA

@ \$7.50 / share

\$14.25M Market Cap

4.5x EBITDA

@ \$9.50/ share

\$18.1M Market Cap

6.5x EBITDA

Experienced Management Team

Timothy M. Klusas – President & CEO

- Mr. Klusas was appointed as President/CEO in March 2005. Prior to working with TMA, Mr. Klusas served as a Manager in Corporate Development and Planning for Eaton Corporation, where he supported global acquisitions, divestitures and joint ventures, as well as strategic planning. A graduate of the University of Notre Dame, Klusas holds an MBA from Cornell University's S.C. Johnson Graduate School of Management, where he was a Park Leadership Fellow and the winner of the Kiplinger Prize for Distinction in the Study of Business Administration.

Laura Hahn – Managing Director, Annuity Sales and Service Center

- Ms. Hahn has over 27 years of insurance and financial services industry experience. Prior to joining TMA in 2006, she served as Regional Vice President for GenAmerica Brokerage and most recently at MetLife as Director of National Recruiting for Walnut Street Securities. Ms. Hahn is responsible for all aspects of TMA's Annuity Business, including the Annuity Sales and Service Center.

Alan Protzel – Director, Agency Development

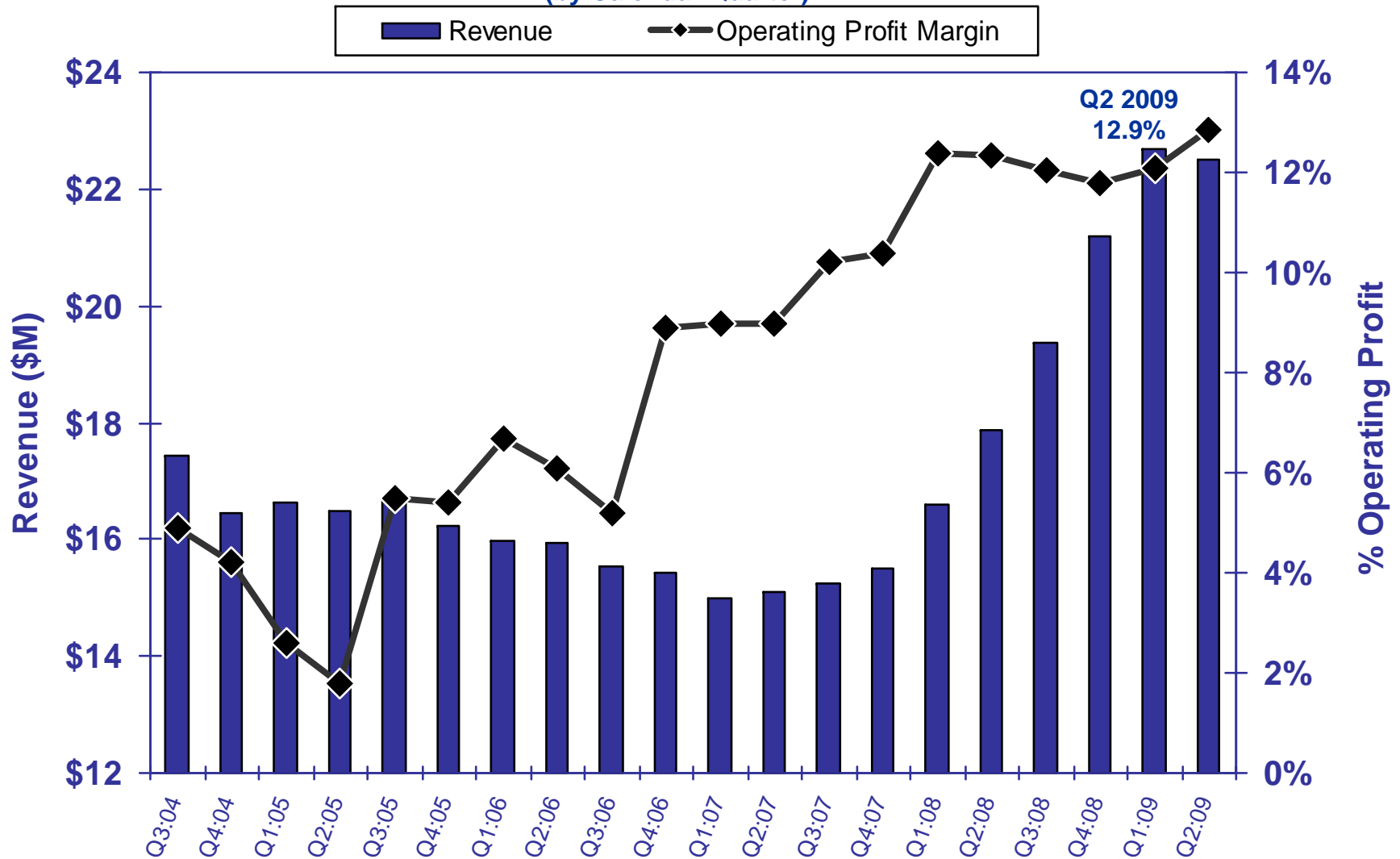
- Mr. Protzel joined TMA in 2006. He has 29 years of experience with MetLife and General American, with the last 20 years devoted to independent distribution. Alan is responsible for the Life Service and Support Center and all other aspects of the Company's Life Business.

Paul Seyler, JD – Director, Business Service Center

- Mr. Seyler joined TMA in 2004. He has brought with him an extensive marketing, underwriting and advanced planning background, formed from ten years of life insurance brokerage experience. Prior to joining TMA, Mr. Seyler served as VP of Administration/General Counsel for Financial Brokerage Inc. and Producers America Inc.

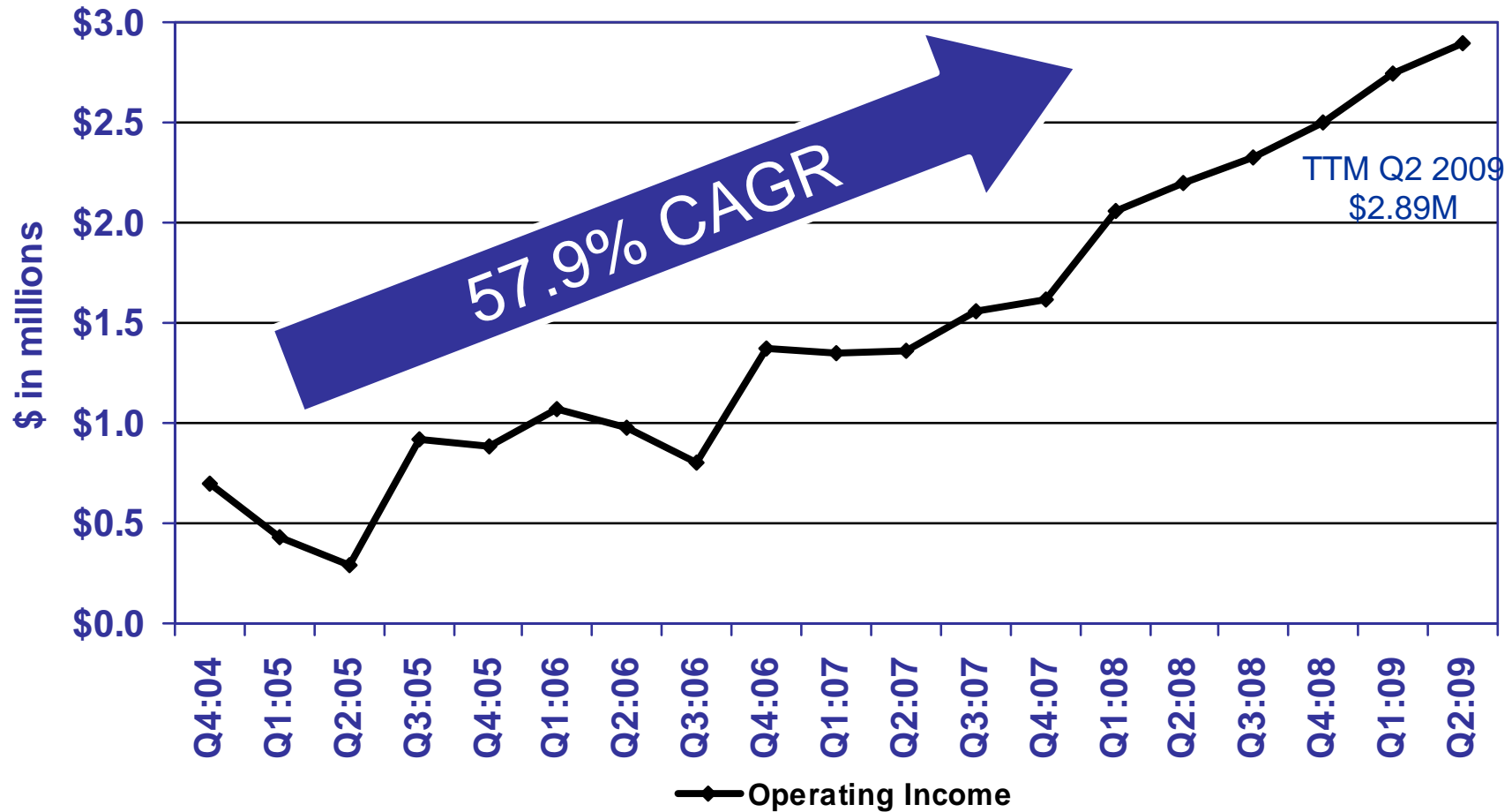
Margins Show Benefits of Expense Discipline

Trailing Four Quarters Results
(by Calendar Quarter)



Top Line Growth + Stable Margins Lead to Operating Gains

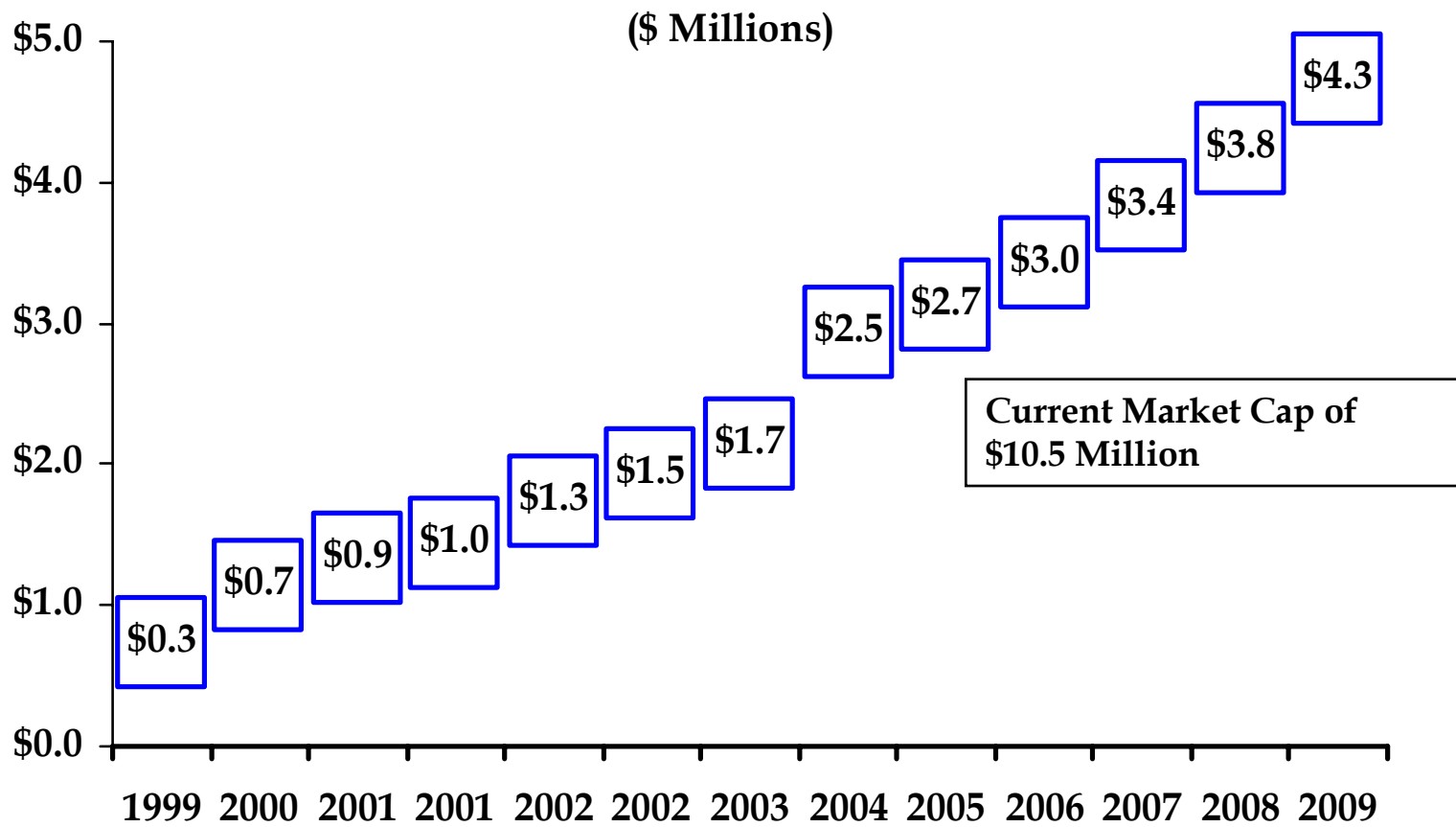
Trailing Four Quarters Operating Income (\$M)



Note- CAGR measured 3/31/05 – 6/30/09

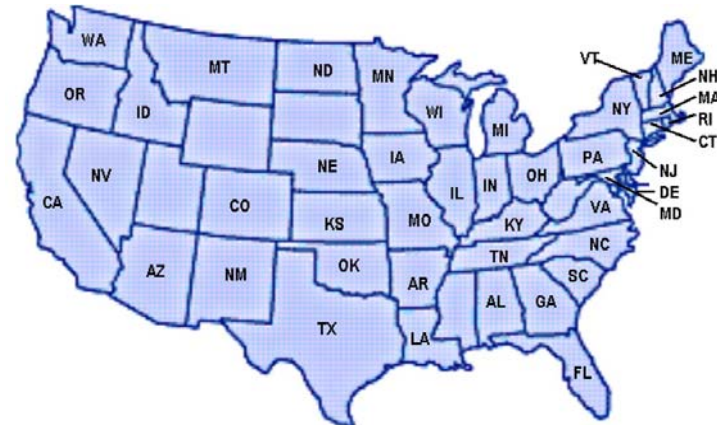
Cumulative Dividends Paid

\$4.3 million in total dividends paid to TMA shareholders



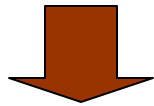
Market Opportunity

- **\$1.2. Billion** (Company est.) **Independent Insurance Brokerage Market**
- **Highly Fragmented**
- **Largest Competitor < 25% Market Share**
- **One of Two Publicly Held Companies Offering Its Unique Package of Services**
- **Only Company Focused Solely on this Niche Market Across the Country**



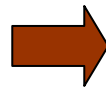
TMA Provides More Choices for Entrepreneurs in the Life Insurance Industry

Insurance Carriers (eg. Met Life, ING)



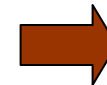
Independent Brokerage Agency

- Increase compensation
- Improve selection and services to fit client
- Remove minimums to carry larger product portfolio



Principal/Agent

- More carriers
- Bigger Portfolio
- Best IT & service for clients



Consumer

- Desires selection with competitive pricing
- Personal advice & tailored product offerings

Want new sales outlets and markets

Want fixed cost distribution to be variable – pay only if produce

Consolidate production into large blocks

Centralize to provide greater scope and economies of scale

TMA's Value Proposition

Focus on Independence

- Access TMA's extensive carrier network to cater to all agent's needs without exposing to competitors by combining or losing business
- Take advantage of economies of scale for administrative services
- Enhanced and more sustainable long-term value through outsourcing
- Lower overhead and fixed costs

Increased compensation

- Broker payout based on amount of business placed through TMA
- Bonuses and incentive plan offer TMA's brokers competitive compensation and allow them to attract more skilled and successful agents

**TMA's model allows independent agents the ability to
cost-effectively grow their business.**

✓ **Growing importance in a difficult economic climate**

Sampling of Carrier Partners



Strategic Growth Drivers

Addition of More Carriers (Suppliers)

- TMA has begun to recognize measurable revenues from the addition of new carriers
- Will continue to pursue new carriers in order to maximize revenues, attract new agencies and fuel growth

Expansion of Services Provided

- Through the addition of services such as TMA's annuity business and business service center based in Omaha, NE, as well as the expansion its product matrix, brokers are encouraged to drive more business to TMA

Incentive Plan for Brokers

- Flexible program where TMA agencies can deliver specific insurance products and services tailored to the needs of the customer.
- Management feels that this program has gained traction by increasing TMA's share of business with existing members and encouraging more profitable prospective agencies to join the Company

Investment Conclusions

- **Unique business model targeting entrepreneurial distributors of financial products**
- **History of profitable operations and now focused on top-line growth and improved profitability**
- **Addition of carriers (suppliers) to network and expansion of product matrix increases revenues and attracts new customers to TMA**
- **Infrastructure in place to cost-effectively build on new business opportunities**
- **Solid balance sheet provides financial flexibility and capital resources**

Forward-Looking Statement

This presentation may contain statements that are "forward-looking" and involve risks and uncertainties that may affect the Company's business and prospects. These statements are not historical facts and include expressions of management's expectations at a specific point in time regarding future opportunities, relationships and market conditions. Actual results may differ materially from any forward-looking statement. While we may elect to update forward looking statements, we specifically disclaim any obligation to do so.



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