



The Marketing Alliance, Inc. Authorizes Stock Buy-Back Program

FOR IMMEDIATE RELEASE

CONTACT: Timothy P. McKenna, President [412-231-5630] tmckenna@stargate.net

Pittsburgh, PA (November 25 2003) At a meeting of the Board of Directors of The Marketing Alliance, Inc. held in Tampa, Florida, the Board authorized the open market purchase of up to 100,000 shares of The Marketing Alliance, Inc. stock during the period December 1, 2003 through December 31, 2004. The 100,000 shares represents 4.91% of outstanding shares.

The Marketing Alliance is a nation-wide network of 149 independent insurance agencies sharing tools and resources for greater profits within their autonomous areas. This is achieved by: packaging an expanded product lines with higher compensation levels, promoting it through national and local co-operative marketing campaigns, pooling resources, and combining production with common carriers to achieve economies of scale. In addition, TMA offers technology benefits, underwriter support, marketing and product support and a business center, all of which offers significant benefits to local agencies, brokerage general agencies and consumers.

The Marketing Alliance: Providing Opportunities, Promoting Independence.

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)

e-mail: wasiak@robotti.com, fax: (212) 986-0816, or phone: (212) 986-4800