



## **Todt Hill Brokerage, Inc. Enhances it's Ability to Compete Through The Marketing Alliance, Inc.**

FOR IMMEDIATE RELEASE Contact: Timothy P. McKenna, President

Pittsburgh, PA (October 22, 2003) Often being smaller than agencies they're competing against, Todt Hill Brokerage, Inc. seeks ways to level the playing field and gain a strategic advantage. And one of the ways it's happening is through their partnership in The Marketing Alliance (TMA).

Recently David Trent, Todt Hill Brokerage President and CEO explained: "Our relationship with TMA gives us the ability to participate in evolving business technology in an affordable way, including centralized processing, proprietary software and operational programs, and computer and accessory discounts. And when you add a broad line of carriers and products available through TMA to the one-on-one commitment our brokerage often gives cases and brokers, we simplify the process and deliver a superior product involving fewer staff and with lower operating expenses. Everybody wins!"

Todt Hill Brokerage Offers a wide range of guaranteed premium term life, fixed universal and whole life plans, as well as annuities in the personal life insurance lines. They also offer a portfolio of long term care and personal disability coverage, and specialize in highly competitive term life coverage in the preferred/ standard and substandard marketplace. The agency is located at 225 west 34th street, and maintains a satellite office in Jackson Township, Ocean County New Jersey.

The Marketing Alliance is a nation-wide network of 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.

TMA stock is traded in the "pink sheets" ([www.pinksheets.com](http://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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