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FOR IMMEDIATE RELEASE

THE MARKETING ALLIANCE CHANGES FISCAL YEAR END TO MARCH 31st

Pittsburgh, PA – June 14, 2005 – The Marketing Alliance, Inc. (Pink Sheets: MAAL) (“TMA”), a consortium of independent life insurance brokerage general agencies located throughout the United States, today announced that TMA’s Board of Directors approved a change in the Company’s fiscal year to a period ending March 31st from a calendar year ending on December 31st. Accordingly, the next fiscal year end for TMA will be March 31, 2005.

The Company decided to make this change as a means of better aligning its fiscal year with the business cycle of its member agencies.

ABOUT THE MARKETING ALLIANCE, INC.

Headquartered in Pittsburgh, PA, TMA is one 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 approximately 150 independent life brokerage and general agencies in 43 states. TMA recently launched a new shareholder section of its website, incorporating recent share price information, management biographical information, financial results, news items and contact information. The site can be accessed through TMA’s home page, or directly 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 are indicated, and should not be relied upon as representing our 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 specifically disclaim any obligation to do so.

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