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FOR IMMEDIATE RELEASE

THE MARKETING ALLIANCE APPOINTS TIMOTHY M. KLUSAS PRESIDENT

Pittsburgh, PA – March 28, 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 it has appointed Timothy M. Klusas President of the Company. Mr. Klusas received a unanimous vote by TMA’s Board of Directors, and was chosen for his demonstrated ability to organize and direct business organizations to reach their objectives. Klusas will assume the role of President on April 4, 2005, replacing Timothy P McKenna, who previously served in the position since 2001.

“TMA has expanded rapidly in its first seven years and we have the opportunity for even faster growth in the immediate future,” says Ronald D. Verzone, one of the founders and current Chairman of TMA and President of United Underwriters, Inc.

“Our network of over 150 distributors across the nation is expanding and the Board determined that we need someone with Tim’s leadership abilities and acquisition skills to direct us through this period of growth,” Mr. Verzone stated. “In Tim we see someone who will build the strong relationships with our distributors, shareholders, insurance companies, vendors and the Board that will allow TMA to fulfill its potential as the premier wholesale source of life insurance products.”

Most recently, Mr. Klusas served as a Manager in Corporate Development and Planning for Eaton Corporation (NYSE: ETN), 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.

Mr. Klusas commented, “I am honored by the Board’s decision and excited at the opportunity TMA presents. My primary goal is to design and implement the strategies necessary to establish the Company as the premier life insurance products marketing organization. I am confident that together with the success of our member agencies we will continue to create value for our shareholders.”

ABOUT THE MARKETING ALLIANCE, INC.

Headquartered in Pittsburgh, PA, 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 approximately 150 independent life brokerage and general agencies in 43 states. Investor information can be accessed through the shareholder information 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 the Company's business and prospects. Any forward-looking statements contained in this press release represent 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 specifically disclaim any obligation to do so.

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