



CONTACT:

The Marketing Alliance, Inc.
Ronald D. Verzone
603-778-0555
rverzone@unitedunderwriters.com
www.themarketingalliance.com

-OR-

INVESTOR RELATIONS:

The Equity Group Inc.
Adam Prior
(212) 836-9606
aprior@equityny.com
Devin Sullivan
(212) 836-9608
dsullivan@equityny.com

FOR IMMEDIATE RELEASE

THE MARKETING ALLIANCE ANNOUNCES RESIGNATION OF PRESIDENT TIM MCKENNA

McKenna Remains a Member of the Board of Directors and Will Facilitate Executive Transition

Pittsburgh, PA – March 21, 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 Timothy P. McKenna, CLU resigned as the TMA’s President effective March 18, 2005 to pursue other business interests. Mr. McKenna, who was appointed President in January 2001, will remain on TMA’s Board of Directors and will assist the Company in facilitating a smooth transition to its new leadership. TMA expects to appoint its next President shortly.

Ronald D. Verzone, CFP LTCP, Chairman of The Marketing Alliance, stated, “Tim has been a primary architect of TMA’s business and operations. Under his leadership, TMA has initiated numerous programs that drive member business through the new, Company-controlled business center in Omaha. He also oversaw the opening of TMA Marketing Inc.’s Annuity Service Center. We look forward to continuing to work with Tim as a member of the Board of Directors, where we expect to continue to benefit from his experience and insight. Tim will also work closely with the Company to help insure a seamless transition of responsibilities.”

Mr. Verzone assured TMA members and shareholders that he does not expect any business disruptions as a result of this transition.

Mr. McKenna commented, “It has been my honor to work with the dedicated group of professionals that comprise TMA. I remain a firm believer in the TMA model and the opportunities it presents to independent insurance brokerage general agencies. The organization continues to evolve and this change, along with the continued expansion of programs and services, will enhance the growth opportunities for both TMA and our affiliated agencies. I look forward to working with the new management team both during this transition and in the future, as well as remaining an active member of the TMA Board of Directors.”

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. 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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