OTCMarkets

OTC Pink® Basic Disclosure Guidelines

Federal securities laws, such as Rules 10b-5 and 15c2-11 of the Securities Exchange Act of 1934 ("Exchange Act") as well as Rule 144 of the Securities Act of 1933 ("Securities Act"), and state Blue Sky laws, require issuers to provide *adequate current information* to the public markets. With a view to encouraging compliance with these laws, OTC Markets Group has created these OTC Pink Basic Disclosure Guidelines. We use the basic disclosure information provided by OTC Pink companies under these guidelines to designate the appropriate tier in the OTC Pink marketplace: Current, Limited or No Information. OTC Markets Group may require companies with securities designated as Caveat Emptor to make additional disclosures in order to qualify for OTC Pink Current Information tier.

Qualifications for the OTC Pink - Current Information Tier

Companies that make the information described below publicly available on a timely basis (90 days after fiscal year end for Annual Reports; 45 days after each fiscal quarter end for Quarterly Reports) qualify for the Current Information Tier. Financial reports must be prepared according to U.S. GAAP or IFRS, but are *not required to be audited* to qualify for the OTC Pink Current Information tier.

Initial Qualification:

1. Subscribe to the OTC Disclosure & News Service on www.OTCIQ.com to publish your financial reports and material news.

2. Create the following documents, save them in PDF format and upload them via www.OTCIQ.com:
   - Annual Financial statements (Document must Include: Balance Sheet, Income Statement, Statement of Cash Flows, Notes to Financial Statements) for the previous two fiscal years. If these reports are audited, please attach the audit letter from the PCAOB registered audit firm. Each year's Annual Financial statements should be posted separately under the report type "Annual Report" in OTCIQ.
   - Any subsequent Quarterly Reports since the most recent Annual Report.
   - The most recent fiscal period end report should also include information in accordance with these OTC Pink Basic Disclosure Guidelines; use the fillable form beginning on page 3.

3. If financial reports are not audited by a PCAOB registered audit firm:
   - Submit a signed Attorney Letter Agreement (first two pages of the Attorney Letter Guidelines).
   - After following the appropriate procedures with a qualified attorney, upload an Attorney Letter complying with Attorney Letter Guidelines through your otciq.com account.

Ongoing Qualification:

1. **For each Fiscal Quarter End**, upload a Quarterly Report via www.OTCIQ.com within **45** days of the quarter end. (A separate quarterly report is not required for the 4th quarter.) The Quarterly Report should include:
   - Information in accordance with these OTC Pink Basic Disclosure Guidelines – use the fillable form beginning on page 3.
   - Quarterly financial statements (Balance Sheet, Income Statement, Statement of Cash Flows, Notes to Financial Statements).
   - No Audit Letter or Attorney Letter is required.

2. **For each Fiscal Year End**, upload an Annual Report within **90 days** of the fiscal year end. The Annual Report should include:
   - Information in accordance with these OTC Pink Basic Disclosure Guidelines – use the fillable form beginning on page 3.
   - Annual financial statements (Balance Sheet, Income Statement, Statement of Cash Flows, Notes to Financial Statements, and Audit Letter, if the financial statements are audited).

3. If financial reports are not audited by a PCAOB registered audit firm, upload an Attorney Letter via www.OTCIQ.com complying with the Attorney Letter Guidelines within **120 days** of the fiscal year end.

Qualifications for the OTC Pink - Limited Information Tier

Companies that make the information described below publicly available within the prior 6 months qualify for the Limited Information Tier.

1. Subscribe to the OTC Disclosure & News Service on www.OTCIQ.com to publish your financial reports and material news.
2. Create a Quarterly Report or Annual Report for a fiscal period ended within the previous 6 months, save it in PDF format and upload it via www.OTCIQ.com. The Quarterly Report or Annual Report includes:
    - Balance Sheet, Income Statement, and Total Number of Issued and Outstanding Shares. Financial statements must be prepared in accordance with US GAAP, but are not required to be audited. (Please note that Cash Flow Statements are not required to qualify for the Limited Information tier; however, unless the financial statements include a Cash Flow Statement, no financial data will be included in the OTC Financials Data Service, which distributes company financial data to online investor portals and makes the data available on your company's Financials tab on www.otcmarkets.com)
    - A company in the Limited Information tier, may, but is not required to, include information in accordance with these OTC Pink Basic Disclosure Guidelines using the fillable form beginning on page 3.

Current Reporting of Material Corporate Events

OTC Markets Group encourages companies to make public disclosure available regarding corporate events that may be material to the issuer and its securities. Persons with knowledge of such events would be considered to be in possession of material nonpublic information and may not buy or sell the issuer's securities until or unless such information is made public. If not included in the issuer's previous public disclosure documents or if any of the following events occur after the publication of such disclosure documents, the issuer shall publicly disclose such events by disseminating a news release within 4 business days following their occurrence, and posting such news release through the OTC Disclosure & News Service.

Material corporate events include:

- Entry or Termination of a Material Definitive Agreement
- Completion of Acquisition or Disposition of Assets, Including but not Limited to mergers
- Creation of a Direct Financial Obligation or an Obligation under an Off-Balance Sheet Arrangement of an Issuer
- Triggering Events That Accelerate or Increase a Direct Financial Obligation or an Obligation under an Off-Balance Sheet Arrangement
- Costs Associated with Exit or Disposal Activities
- Material Impairments
- Sales of Equity Securities
- Material Modification to Rights of Security Holders
- Changes in Issuer's Certifying Accountant
- Non-Reliance on Previously Issued Financial Statements or a Related Audit Report or Completed Interim Review
- Changes in Control of Issuer
- Departure of Directors or Principal Officers; Election of Directors; Appointment of Principal Officers
- Amendments to Articles of Incorporation or Bylaws; Change in Fiscal Year
- Amendments to the Issuer's Code of Ethics, or Waiver of a Provision of the Code of Ethics
- Other events the issuer considers to be of importance

OTC Pink Basic Disclosure Guidelines

1) Name of the issuer and its predecessors (if any)

In answering this item, please also provide any names used by predecessor entities in the past five years and the dates of the name changes.

The Marketing Alliance, Inc.

2) Address of the issuer's principal executive offices

Company Headquarters
Address 1: 111 West Port Plaza
Address 2: Suite 1010
Address 3:
Phone: 4314-275-8713
Email: info@themarketingalliance.com
Website(s): www.themarketingalliance.com

IR Contact
Address 1: The Equity Group Inc
Address 2: 800 Third Avenue; 36th Floor
Address 3:
Phone: 2128369606
Email: aprior@equityny.com
Website(s): www.theequitygroup.com

3) Security Information

Trading Symbol: MAAL
Exact title and class of securities outstanding: Common
CUSIP: 57061m107
Par or Stated Value: Par
Total shares authorized: 10,000,000 as of: 10/16/2012
Total shares outstanding: 7,028,233 as of: 08/21/2015

Additional class of securities (if necessary):
Trading Symbol: _____
Exact title and class of securities outstanding: _____
CUSIP: _____
Par or Stated Value: Par
Total shares authorized: _____ as of: _____
Total shares outstanding: _____ as of: _____

Transfer Agent
Name: American Stock Transfer and Trust
Address 1: 59 Maiden Lane
Address 2: New York NY 10038
Address 3:
Phone: 7189218293
Is the Transfer Agent registered under the Exchange Act?* Yes: ☒ No: ☐

*To be included in the OTC Pink Current Information tier, the transfer agent must be registered under the Exchange Act.

List any restrictions on the transfer of security:

N/A

Describe any trading suspension orders issued by the SEC in the past 12 months.

N/A

List any stock split, stock dividend, recapitalization, merger, acquisition, spin-off, or reorganization either currently anticipated or that occurred within the past 12 months:
- Since January 1, 2015, the Company has expanded its operations to include seven additional Monkey Joe franchise locations, which include two in Florida, four in the Charlotte, North Carolina metropolitan area, and one that is located in the St. Louis area and opened in April 2016.
- At the end of the third quarter FY 2016, the Board of Directors authorized a $0.21 per share cash dividend for shareholders of record on December 31, 2015, to be paid on or about January 29, 2016, representing an increase of 16.7% over the previous annual cash dividend after giving effect to the 7:6 stock split, of which new shares were distributed on or about September 25, 2015
- During the second quarter ended September 30, 2015, the Company announced a 7:6 stock split of the Company's common stock. The record date for the stock split is August 21, 2015. The distribution of the new shares was made on or about September 25, 2015.

4) Issuance History

List below any events, in chronological order, that resulted in changes in total shares outstanding by the issuer in the past two fiscal years and any interim period. The list shall include all offerings of equity securities, including debt convertible into equity securities, whether private or public, and all shares or any other securities or options to acquire such securities issued for services, describing (1) the securities, (2) the persons or entities to whom such securities were issued and (3) the services provided by such persons or entities. The list shall indicate:

A. The nature of each offering (e.g., Securities Act Rule 504, intrastate, etc.);

N/A

B. Any jurisdictions where the offering was registered or qualified;

N/A

C. The number of shares offered;

N/A

D. The number of shares sold;

N/A

E. The price at which the shares were offered, and the amount actually paid to the issuer;

N/A

F. The trading status of the shares; and

N/A

G. Whether the certificates or other documents that evidence the shares contain a legend (1) stating that the shares have not been registered under the Securities Act and (2) setting forth or referring to the restrictions on transferability and sale of the shares under the Securities Act.

N/A

5) Financial Statements

Provide the financial statements described below for the most recent fiscal year end or quarter end to maintain qualification for the OTC Pink Current Information tier. For the initial disclosure statement (qualifying for Current Information for the first time) please provide reports for the two previous fiscal years and any interim periods.

A. Balance sheet;
B. Statement of income;
C. Statement of cash flows;
D. Financial notes; and
E. Audit letter, if audited

The financial statements requested pursuant to this item shall be prepared in accordance with US GAAP by persons with sufficient financial skills.

You may either (i) attach/append the financial statements to this disclosure statement or (ii) post such financial statements through the OTC Disclosure & News Service as a separate report using the appropriate report name for the applicable period end. ("Annual Report," "Quarterly Report" or "Interim Report").

If you choose to publish the financial reports separately as described in part (ii) above, you must state in the accompanying disclosure statement that such financial statements are incorporated by reference. You may reference the document(s) containing the required financial statements by indicating the document name, period end date, and the date that it was posted to otciq.com in the field below.

Sep 27, 2016	The Marketing Alliance Announces Financial Results for Its Fiscal 2017 First Quarter Ended June 30, 2016	Press Release
Aug 10, 2016	The Marketing Alliance Announces Financial Results for Its Fiscal 2016 Fourth Quarter and Year Ended March 31, 2016	Press Release
Apr 26, 2016	The Marketing Alliance Announces Financial Results for Its Fiscal 2016 Third Quarter and Nine Months Ended December 31, 2015	Press Release
Jan 20, 2016	The Marketing Alliance Announces Financial Results for Its Fiscal 2016 Second Quarter and Six Months Ended September 30, 2015	Press Release
Dec 14, 2015	The Marketing Alliance Announces Annual Cash Dividend of $0.21 Per Share; a 16.7% Annual Increase on a Post-Split Basis	Press Release
Oct 8, 2015	The Marketing Alliance Announces Financial Results for Its Fiscal 2016 First Quarter Ended June 30, 2015	Press Release
Jul 29, 2015	The Marketing Alliance Announces 7:6 Stock Split	Press Release
Jul 23, 2015	The Marketing Alliance Announces Financial Results for Its Fiscal 2015 Fourth Quarter and Year Ended March 31, 2015	Press Release

Mar 6, 2015	The Marketing Alliance Announces Unaudited Financial Results for Its Fiscal 2015 Third Quarter and Nine Months Ended December 31, 2014	Press Release
Dec 19, 2014	THE MARKETING ALLIANCE ANNOUNCES FINANCIAL RESULTS FOR ITS FISCAL 2015 SECOND QUARTER AND SIX MONTHS ENDED SEPTEMBER 30, 2014	Press Release
Dec 19, 2014	The Marketing Alliance Announces Financial Results for Its Fiscal 2015 Second Quarter and Six Months Ended September 30, 2014	Press Release

Information contained in a Financial Report is considered current until the due date for the subsequent Financial Report. To remain in the OTC Pink Current Information tier, a company must post its Annual Report within 90 days from its fiscal year-end date and Quarterly Reports within 45 days of its fiscal quarter-end date.

6) Describe the Issuer's Business, Products and Services

Describe the issuer's business so a potential investor can clearly understand the company. In answering this item, please include the following:

A. a description of the issuer's business operations;

Headquartered in St. Louis, MO, The Marketing Alliance, Inc. (TMA) operates three business segments. TMA provides 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. The Company also owns an earth moving and excavating business and nine children's play and party facilities.

B. Date and State (or Jurisdiction) of Incorporation:

NC, USA - 1996

C. the issuer's primary and secondary SIC Codes;

6411

D. the issuer's fiscal year end date;

3/31

E. principal products or services, and their markets;

N/A

7) Describe the Issuer's Facilities

The goal of this section is to provide a potential investor with a clear understanding of all assets, properties or facilities owned, used or leased by the issuer.

In responding to this item, please clearly describe the assets, properties or facilities of the issuer, give the location of the principal plants and other property of the issuer and describe the condition of the properties. If the issuer does not have complete ownership or control of the property (for example, if others also own the property or if there is a mortgage on the property), describe the limitations on the ownership.

If the issuer leases any assets, properties or facilities, clearly describe them as above and the terms of their leases.

The Company has noncancellable operating leases for office, administration, processing, and family entertainment space at its St. Louis, Omaha, Fairview Heights, Sunrise, Pembroke Pines, Gastonia, Charlotte, Pineville, Matthews and Cottleville locations. Additionally, the Company leases office equipment under operating leases for use in both its administrative offices and in offices of several of its brokers, pursuant to its technology and marketing benefit program.

Approximate future annual minimum lease payments required under these operating leases at June 30, 2016 are as follows:

	Facilities	Office Equipment	Total
2016	$1,159,668	$ 38,200	$1,197,868
2017	1,057,886	28,673	1,086,559
2018	925,750	7,189	932,939
2019	686,177	-	686,177
2020	695,960	-	695,960
Thereafter	2,570,837	-	2,570,837
	$7,096,278	$ 74,062	$7,170,340

Rent expense for facilities approximated $371,300 and $208,200 for the three months ended June 30, 2016 and 2015, respectively. Rent expense for office equipment approximated $11,200 and $18,700 for the three months ended June 30, 2016 and 2015, respectively. A substantial portion of the office equipment operating leases is classified as distributor related expenses in the accompanying consolidated statement of operations.

In connection with one of its leases, the Company received $362,850 from its landlord to pay for leasehold improvements. This lease incentive is being amortized on a straight-line basis over the life of the lease as a reduction to rent expense. The lease expires in March, 2028.

8) Officers, Directors, and Control Persons

The goal of this section is to provide an investor with a clear understanding of the identity of all the persons or entities that are involved in managing, controlling or advising the operations, business development and disclosure of the issuer, as well as the identity of any significant shareholders.

A. Names of Officers, Directors, and Control Persons. In responding to this item, please provide the names of each of the issuer's executive officers, directors, general partners and control persons (control persons are beneficial owners of more than five percent (5%) of any class of the issuer's equity securities), as of the date of this information statement.

Company Officers/Contacts
Timothy M. Klusas President, CEO
Edward Murray CFO, Treasurer
Gary Glassford Secretary

Company Directors
Jack Dewald Chairman
Joseph Epley
Gary Glassford
Arthur Jetter
David Lenaburg
Peter Milnes
Edward Murray

B. Legal/Disciplinary History. Please identify whether any of the foregoing persons have, in the last five years, been the subject of:

1. A conviction in a criminal proceeding or named as a defendant in a pending criminal proceeding (excluding traffic violations and other minor offenses);

   N/A

2. The entry of an order, judgment, or decree, not subsequently reversed, suspended or vacated, by a court of competent jurisdiction that permanently or temporarily enjoined, barred, suspended or otherwise limited such person's involvement in any type of business, securities, commodities, or banking activities;

   N/A

3. A finding or judgment by a court of competent jurisdiction (in a civil action), the Securities and Exchange Commission, the Commodity Futures Trading Commission, or a state securities regulator of a violation of federal or state securities or commodities law, which finding or judgment has not been reversed, suspended, or vacated; or

   N/A

4. The entry of an order by a self-regulatory organization that permanently or temporarily barred suspended or otherwise limited such person's involvement in any type of business or securities activities.

   N/A

C. Beneficial Shareholders. Provide a list of the name, address and shareholdings or the percentage of shares owned by all persons beneficially owning more than ten percent (10%) of any class of the issuer's equity securities. If any of the beneficial shareholders are corporate shareholders, provide the name and address of the person(s) owning or controlling such corporate shareholders and the resident agents of the corporate shareholders.

   N/A

9) Third Party Providers

Please provide the name, address, telephone number, and email address of each of the following outside providers that advise your company on matters relating to operations, business development and disclosure:

Legal Counsel
Firm: Name: Lewis Rice
Address 1: 600 Washington Avenue
Address 2: St. Louis, MO 63101
Phone: 3144447651
Email: lessig@lewisrice.com

Accountant or Auditor
Name: UHY LLP
Firm:
Address 1: 66 State Street
Address 2: Albany NY 12207
Phone: 518-449-3171
Email: rlipman@uhy-us.com

Investor Relations Consultant
Name: Adam Prior
Firm: The Equity Group
Address 1: 800 Third Avenue
Address 2: 36th Floor
Phone: 2128369606
Email: aprior@equityny.com

Other Advisor: Any other advisor(s) that assisted, advised, prepared or provided information with respect to this disclosure statement.
Name: _____
Firm: _____
Address 1: _____
Address 2: _____
Phone: _____
Email: _____

10) Issuer Certification

The issuer shall include certifications by the chief executive officer and chief financial officer of the issuer (or any other persons with different titles, but having the same responsibilities).

The certifications shall follow the format below:

I, Timothy Klusas certify that:

1. I have reviewed this quarterly disclosure statement of The Marketing Alliance;

2. Based on my knowledge, this disclosure statement does not contain any untrue statement of a material fact or omit to state a material fact necessary to make the statements made, in light of the circumstances under which such statements were made, not misleading with respect to the period covered by this disclosure statement; and

3. Based on my knowledge, the financial statements, and other financial information included or incorporated by reference in this disclosure statement, fairly present in all material respects the financial condition, results of operations and cash flows of the issuer as of, and for, the periods presented in this disclosure statement.

9-30-16
Date:

CEO's Signature

10-2-16
Date:

CFO's Signature