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BURKE, INC. NAMES NEW PRESIDENT AND CEO

Dr. Michael Baumgardner Retiring After 28 Years

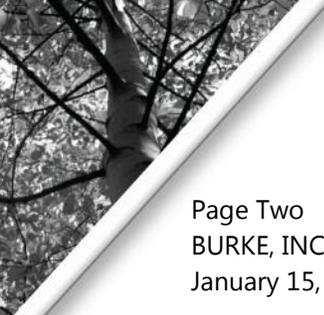
Cincinnati, OH (January 15, 2010): Burke, Inc. announces the promotion of Jeff Miller to President and CEO. Current CEO Dr. Michael Baumgardner will be retiring after 28 years with the company. The management change will be effective October 1, 2010.

“Michael has been an outstanding mentor for me,” said Mr. Miller, president, Burke, Inc. “His long-range vision and strategy for the company will continue to guide us for many years. I am looking forward to building upon our leadership position in the marketing research industry and to the opportunities that moving into our new corporate headquarters will bring.”

A teacher, presenter, published author, and recognized expert in marketing research, Mr. Miller has been with Burke since 1987. His responsibilities have included serving as chief operating officer for the company, prior to becoming president earlier in 2009. Named 2007 Executive of the Year by RFL Communication’s Research Business Report (RBR) in acknowledgement of his contributions to the betterment of the marketing research industry, Mr. Miller has frequently presented at industry events as an authority in the area of online research, data quality and panels. He has served as a past Chair of A. C. Nielsen Center - University of Wisconsin External Advisory Board, and is the current Chair of the MMR Advisory Board at The University of Georgia. Mr. Miller serves on the Board of Directors of Burke, Inc.

“After 28 great years at Burke, this was a significant decision for me and my family,” said Dr. Baumgardner, retiring CEO. “Though it will be difficult to leave an organization and business that I have enjoyed so much over the years, with three children and nine grandchildren, my wife Sharon and I feel that it is time for me to step down and clear the way to start a new chapter in our lives. It has been an honor to have worked among the best group of research professionals in the industry. I leave with every confidence that Burke will continue to thrive under Jeff’s leadership.”

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Dr. Baumgardner, a teacher, speaker and author on social psychology, has been with Burke since 1979. Prior to joining Burke, Dr. Baumgardner was a Consumer Sciences Specialist with the Food and Drug Administration (FDA) in Washington, D.C. He has taught courses in quantitative methods and psychology at Ohio State University and Ohio Dominican College. Dr. Baumgardner has spoken at numerous conventions and seminars, and has published several papers, including articles appearing in the Journal of Personality and Social Psychology, Psychological Review, and Personality and Social Psychology Bulletin.

Founded in 1931, Burke is an independent, full service marketing research and decision support company. Burke capitalizes on its state-of-the-art research execution, advanced analytical techniques and leading edge technology to provide decision support solutions to companies across all major industry sectors. A 100% employee-owned company, Burke is also the industry leader in marketing research and consumer insights education through the Burke Institute, which has trained more than 70,000 participants from 10,000 companies, through more than 3,000 public and in-house customized marketing research seminars in 39 different countries. Burke is headquartered in Cincinnati, Ohio, with regional offices throughout the United States.

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