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FOR IMMEDIATE RELEASE – October 18, 2006

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NEW SENIOR ACCOUNT CONSULTANT JOINS BURKE, INC.

Wide-Ranging Experience Enhances Research Capabilities

Cincinnati, OH (October 18, 2006): Brian White recently joined Burke, Inc. as a Senior Account Consultant in Sales and Client Services. Mr. White will provide Burke solutions to client marketing problems in several vertical markets, including information technology, consumer packaged goods, and retail.

Mr. White has nearly 20 years of marketing research experience, spanning both the client and research supplier sides of the business. Mr. White's combination of experience and education in marketing research enables him to provide effective decision support services to his clients.


"Burke is excited about the addition of Mr. White to our staff of highly skilled Client Services' staff," said Joseph Ottaviani, Senior Vice President of Client Services.

"Management can feel good about the future success of the Company whenever a person with Brian's vast experience and background is added to the staff."

Prior to joining Burke, Mr. White most recently worked as an independent marketing research consultant. He has also worked in the marketing research departments at Elrick and Lavidge, Hallmark Cards, and Marketing and Research Counselors.

Mr. White holds a master's degree in marketing research from the University of Georgia, Athens.

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He will be based in Burke's Overland Park, Kansas office.

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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