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NEW VICE PRESIDENTS JOIN BURKE, INC.

New Hires Will Help Service Burke's Expanding Health Care Business


Cincinnati, OH (July 31, 2006): Susan Simpson and Thomas Mills recently joined Burke as Vice Presidents in Client Services. Both offer additional resources to service client needs in Burke's rapidly expanding health care sector business. Ms. Simpson has over sixteen years of marketing research experience in health-related fields. Mr. Mills has over seventeen years of marketing research experience in a variety of industries and fields.

As Vice Presidents, Ms. Simpson and Mr. Mills will specialize in both qualitative and quantitative assignments with Burke's clients. Ms. Simpson and Mr. Mills will also assist with generating new business opportunities for Burke.

"Susan and Thomas's proven experience and success in the health care industry will benefit our current clients and aid with new business development," said Joseph Ottaviani, Senior Vice President of Client Services. "Both Susan and Thomas bring unique insight that will help our clients make better decisions that drive faster growth, higher profits and reduced risk."

Prior to joining Burke, Ms. Simpson most recently worked for The Segmentation Company. She has also worked in the marketing research departments for TVG and the Family Planning Council of Philadelphia. During her 16-year career, Ms. Simpson has been deeply involved in developing custom, needs-based, actionable segmentation studies as well as conducting large quantitative, segment-based research to drive strategy and sales.

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Ms. Simpson earned a Ph.D. in psychology from Yale University.

Prior to his employment at Burke, Mr. Mills led the marketing science practice at Yankelovich and was responsible for the design and execution of analysis, the development of new analytical products and the career growth of marketing science personnel. Mr. Mills also led the marketing science practice at FGI and worked at M/A/R/C.

Mr. Mills holds an M.S. in sociology from the University of Texas, Arlington.

Ms. Simpson and Mr. Mills will be based in Burke's Chapel Hill, North Carolina 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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