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BURKE, INC. ANNOUNCES NEW ACCOUNT MANAGER

Cincinnati, OH (January 4, 2007): Judithe Andre has joined Burke, Inc. as an Account Manager. Ms. Andre will be working from Burke's Chapel Hill office.

Ms. Andre most recently worked at The Segmentation Company/Yankelovich working on the design, execution and delivery of segmentation research. Her experience includes a wide range of industries including commercial insurance, technology, financial services and healthcare. Ms. Andre has experience in both quantitative and qualitative research methodologies. She earned an M.B.A. from Northeastern University.

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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