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BURKE, INC. ANNOUNCES NEW HIRES

Cincinnati, OH (July 31, 2006): Burke, Inc. recently added four new employees: Olesya Govorun, Analyst; Van Do, Research Associate; Cheryl Levy, Associate Qualitative Specialist; and Lindsay Hossbach, Associate Project Manager. All will work from Burke's Cincinnati, Ohio corporate headquarters.


Ms. Govorun recently earned a Ph.D in social psychology from the Ohio State University. She also holds a master's degree in experimental psychology from Ohio University and a bachelor's degree in psychology/philosophy from Slippery Rock University.

Ms. Do recently received an M.B.A. in marketing research from the University of Wisconsin-Madison. She also has a bachelor's degree in economics from St. Olaf College.

Ms. Levy most recently worked at Maritz Research in their qualitative research area. She holds a bachelor's degree in marketing/management information systems (MIS) from Ohio University.

Ms. Hossbach recently earned a bachelor's degree in marketing and decision sciences from Miami University.

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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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