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**BURKE, INC. TOPS SATISFACTION SCORES FOR U.S. MARKETING
RESEARCH FIRMS**


First Industry-Wide Survey Indicates Burke Clients Highly Satisfied

Cincinnati, OH (June 9, 2006): Burke, Inc. received the top overall satisfaction score in its category in the first Quality and Value of Market Research Suppliers study, recently released by joint sponsors Prevision Corporation and *INSIDE RESEARCH*.

The first of its kind in the marketing research industry, the Quality and Value of Market Research Suppliers study used weighted responses collected through phone interviews with buyers of marketing research to determine its results. According to Larry Gold, Editor of *INSIDE RESEARCH*, over two thirds of the respondents were vice presidents or directors of medium to large marketing research departments. The 2005 estimated purchasing power of these respondents totals \$1.2 billion in outside marketing research services, which represents nearly 16% of all U.S. marketing research spending.

Burke was the top rated marketing research supplier among those having a broader client base in the Overall Satisfaction and Data Quality categories. In addition, Burke also received the top ratings in the categories of Service Quality and Value for the Money in this group. Results were published in *INSIDE RESEARCH*.

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“Burke has a deep commitment to providing the very highest quality and value in all of our research and educational endeavors,” said Dr. Michael Baumgardner, President and CEO, Burke, Inc. “The results of the Prevision Study are gratifying since they validate that our clients recognize our ability to deliver on these commitments.”

For more information regarding the Prevision Study, please contact Tim Davidson at tdavidson@previsionsurveys.com.

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, & 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 in California, Colorado, Georgia, Indiana, Massachusetts, North Carolina, New Jersey, Nevada, and Texas.

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