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**NEW SENIOR ACCOUNT EXECUTIVE JOINS BURKE, INC.**

**Cincinnati, OH (November 19, 2008):** Graham Lane recently joined Burke, Inc. as a Senior Account Executive in Client Services.

Mr. Lane's background includes broad experience at the senior level in a customized solution environment. Specific interests include assisting clients to gain actionable insight across their needs for brand health and brand strategy, product development, and customer loyalty. He has built and developed successful on-going relationships in such industries as financial services, consumer packaged goods, retail, telecommunications/technology and healthcare/pharmaceuticals.

"Graham's experience will benefit our current clients and aid with new business development," said Tom Myers, Senior Vice President, Client Services.

Mr Lane brings over 25 years experience in domestic and international market research and consulting. Mr. Lane holds a bachelor's degree in business management from Boston College. He will be based in Burke's Dallas 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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