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BURKE, INC. EXECUTIVE EARNS “EXECUTIVE OF THE YEAR” AWARD

Cincinnati, OH (December 20, 2007): Burke, Inc. COO Jeff Miller has been named the 2007 Executive of the Year by RFL Communications’ Research Business Report (RBR). Mr. Miller becomes the 13th recipient of the award, which is given annually by the marketing research publication.

In announcing the award, RFL editor and publisher, Robert F. Lederer said the award was given “In recognition of [Jeff’s] innovative work and generous contributions to the Industry’s betterment, and for demonstrating that good corporate citizenship is still alive and well in the MR profession.”

Burke has a long history of corporate investment in R&D aimed at investigating and improving data quality for its clients. Mr. Miller led Burke’s revealing R&D on the current state of quality in online access panels, and has shared this information throughout the marketing research community. This research identified and categorized “undesirable” behaviors exhibited by some respondents in online panels and the extent to which they occurred across a range of commercial panels. As a result, Burke developed its industry leading solution to combat quality issues by identifying and removing undesirable panelists in real-time.

“Miller has become widely recognized as one of this industry’s foremost experts on online panel composition and sampling,” said Lederer. “More importantly, Miller’s revelations not only raised awareness and understanding of the dimensions and scope of the problem for both agencies and clients, but helped spark an industry-wide focus on online panel quality reform.”

To view the full article published by RBR about the 2007 Executive of the Year award, please click [here](#). For more information regarding the RFL Communications RBR, please contact Bob Lederer at <http://www.rflonline.com/>.

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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, & 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, Maryland, North Carolina, New Jersey, Nevada, and Texas.

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