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**BURKE, INC. PROMOTES CHARLES EDEN TO SENIOR VICE PRESIDENT**

**Cincinnati, OH (January 15, 2010):** Burke, Inc. proudly announces the promotion of Charles Eden to Senior Vice President.

"It's truly thrilling to recognize someone who has made such consistent and important contributions to our company," said Tara Marotti, Senior Vice President, Client Services Management. "His dedication to his clients and his commitment to quality are unparalleled."

Mr. Eden joined Burke in 1984 after working in marketing research roles in the financial services industry. Since that time, Mr. Eden has become the backbone of Burke's Atlanta office, consistently contributing to Burke's success, year after year. Over his 25 year tenure with the company, Mr. Eden's clients and colleagues have truly enjoyed working with him, not only because of his strong research skills but also due to his dedication to his work.

Mr. Eden earned a master's degree in marketing research at The University of Georgia and holds a bachelor's degree from Georgia State University. He has served as a Member of the Executive Committee of the MMR Advisory Board at The University of Georgia. Mr. Eden has also been a guest lecturer at The University of Georgia, Georgia Tech, and Emory University and a contributor to one of the most popular marketing research textbooks for graduate students.

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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