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**BURKE, INC. PROMOTES JOELLE SCHWARTZ TO  
VICE PRESIDENT, MANAGER AND SENIOR CONSULTANT**

**Cincinnati, OH (April 27, 2010):** Burke, Inc. is pleased to announce the promotion of Joelle Schwartz to Vice President, Manager and Senior Consultant, Decision Sciences.

“Joelle’s analytical skills are among the best and most varied at Burke,” said Dr. Jamie Baker-Prewitt, Senior Vice President, Director of Decision Sciences. “Her expertise spans different types of survey research offered by Burke, and she serves as the primary analytical consultant for some of Burke’s biggest clients.”

Ms. Schwartz began her career at Burke in 1999, joining the company’s Data Management department. Prior to her promotion to Manager/Senior Consultant, Ms. Schwartz also gained experience in Account Management, ultimately transferring to Decision Sciences in 2002. In her current role, Ms. Schwartz is responsible for managing a team of analysts and support staff. She is highly involved in the training of members of the Decision Sciences department, she provides consultation and analytical support for Burke clients, and she plays a significant role in company R&D efforts.

Ms. Schwartz earned a master’s in business administration from the University of Cincinnati in 2001. She also holds a bachelor’s degree in marketing from The Ohio State University.

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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