



**FOR IMMEDIATE RELEASE – March 19, 2010**

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### **BURKE, INC. PROMOTES MICHAEL PIETRANGELO TO SENIOR VICE PRESIDENT**

**Cincinnati, OH (March 19, 2010):** Burke, Inc. is delighted to announce the promotion of Michael Pietrangelo to Senior Vice President.

“Michael adds excellent business context around every research issue,” said Tom Myers, Senior Vice President, Client Services Management.

Mr. Pietrangelo joined Burke in 1980. During his nearly 30 years with the company, Mr. Pietrangelo has worked out of Burke’s Philadelphia office and has been an important contributor to Burke’s East Coast presence. Using client satisfaction as his personal mantra, Mr. Pietrangelo has developed strong client relationships based on the extremely high level of service he provides, his passion for quality, and his consistent way of exceeding client expectations.

Mr. Pietrangelo earned a master’s degree in business administration from the University of Cincinnati, and holds a bachelor’s degree in marketing from Pennsylvania State University. He has held numerous positions in the Philadelphia chapter of the American Marketing Association, including Programming Chairman, Treasurer and Chapter President. In addition, Mr. Pietrangelo has written articles on research topics for various industry publications.

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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