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SENIOR ACCOUNT EXECUTIVE JOINS BURKE, INC.

Cincinnati, OH (November 15, 2010): Thania Farrar recently joined Burke, Inc. as a Senior Account Executive in Client Services.

Thania comes to Burke from TNS, where she had specialized in multicultural research and most recently served as a Vice President in Key Accounts on the consumer packaged goods business. The latter role entailed covering a wide variety of research issues such as market segmentation, product development and shopper research. Prior to TNS, Thania served as an Account Manager at Burke, working with consumer packaged goods clients and providing input on international and Hispanic research. Earlier in her career, Thania also worked in marketing at Mas X Menos Corporation and as an Account Manager at ProDatos Costa Rica.

“We are delighted that Thania has returned to Burke,” said Tara Marotti, Senior Vice President, Client Services Management. “Thania’s passion for our industry as well as her ability to partner with her clients to make research actionable in their organizations will serve her well.”

Thania holds a master’s degree in business administration from the University of Cincinnati. She also earned a bachelor’s degree in business and marketing from Universidad Internacional de las Américas, Costa Rica.

Founded in 1931, Burke, Inc. 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 75,000 participants from 10,000 companies, through more than 3,000 public and in-house customized marketing research seminars in 40 different countries. Burke is headquartered in Cincinnati, Ohio, with regional offices throughout the United States.

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