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**BURKE, INC. PROMOTES RACHEL PECK
TO SENIOR ACCOUNT EXECUTIVE, CLIENT SERVICES**

Cincinnati, OH (July 3, 2008): Burke, Inc. announces the promotion of Rachel Peck to the position of Senior Account Executive, Burke Client Services.

“From the moment she began her role in Client Services, Rachel has accepted every challenge given to her and more. She has built a strong business that continues to grow due to her passion for healthcare research.” said Tara Marotti, Senior Vice President, Client Services. “Rachel’s teams and clients alike enjoy working with her due to her strong communication skills, her attention to detail and her commitment to quality.”

Ms. Peck began her career as a Research Associate with Burke in 2004 after earning an M.B.A. from the College of William and Mary. She was promoted to Account Executive in 2006. Ms. Peck earned a bachelor’s degree in nursing from the University of Cincinnati, and a master’s degree in nursing from the University of Virginia.

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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