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BURKE, INC. ANNOUNCES ISO 20252 CERTIFICATION

Award Underscores Firm's Emphasis on Quality

Cincinnati, OH (May 7, 2012): Burke Inc. is pleased to announce it has attained the ISO 20252 certification for quality, which is awarded by the CASRO Institute for Research Quality (CIRQ). ISO 20252 establishes quality standards for market, opinion, and social research organizations. Burke is one of only five North American companies that are currently certified.

"Burke is well-known in the marketing research industry for outstanding quality," said Jeff Miller, President and CEO, Burke, Inc. "Our ISO certification is evidence of this and underscores our commitment to continuous improvement."

The Council of American Survey Research Organizations (CASRO) formed the CASRO Institute for Research Quality (CIRQ) to provide auditing and certification services to research firms headquartered in North America that wish to adopt ISO 20252 and/or ISO 26362 standards. ISO is the International Organization for Standardization, which was founded in 1947 and has published more than 18,500 international standards across a range of industries.

To achieve ISO certification, Burke engaged in an in-depth review of all processes involved in delivering research services to clients. This structured review also covered corporate policies about confidentiality and privacy, data security, employee performance assessment, subcontractor management, and systems used to gauge client satisfaction. Results of these reviews were used to improve processes and to develop additional employee training where necessary.

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“Through the rigorous ISO certification process, we were able to re-assess how we do research from start to finish and identify improvement opportunities,” said Jamie Baker-Prewitt, Senior Vice President, who prepared the organization for ISO certification. “The end result is a strengthening of the quality that has long been a hallmark of our reputation.”

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 80,000 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.

For more information on CASRO, visit <http://www.casro.org/>, and to learn more about CIRQ, visit <http://www.cirq.org/>.

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