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BURKE, INC. PROMOTES RACHEL PECK TO VICE PRESIDENT

Cincinnati, OH (March 19, 2010):   Burke, Inc. proudly announces the promotion of Rachel Peck to Vice President.

"Rachel's expertise in healthcare and her tireless commitment to the quality of her research product have helped her create lasting relationships with her clients," said Tara Marotti, Senior Vice President, Client Services Management.

Ms. Peck joined Burke in 2004 as a research associate after earning a master's degree in business administration from the College of William & Mary. In this position, Ms. Peck gained experience in all functional areas of Burke. She transitioned to Client Services in 2006, and was quickly promoted from Account Executive to Senior Account Executive. Ms. Peck's dedication to research excellence and to delivering outstanding service to her clients has resulted in a highly successful healthcare research practice.

Along with her advanced degree from William & Mary, Ms. Peck holds a master's degree in nursing from the University of Virginia and a bachelor's degree in nursing from the University of Cincinnati.

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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