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**BURKE, INC. PROMOTES TODD JACOBSON  
TO SENIOR VICE PRESIDENT, CLIENT SERVICES**

**Cincinnati, OH (April 14, 2009):** Burke, Inc. announces the promotion of Todd Jacobson, to Senior Vice President, Client Services.

“Todd has leveraged his client side experience to great effect in his Client Services role,” said Tom Myers, Senior Vice President, Client Services Manager. “His high energy level and drive help ensure, despite a large book of business, that each of his clients is satisfied.”

Dr. Jacobson joined Burke in 1999 as a senior account executive. Prior to his career at Burke, Dr. Jacobson worked for Elrick & Lavidge and was director of market research and competitive intelligence at Pacific Bell. At Burke, he focuses on meeting the research needs of clients from a variety of service industries, including telecommunications, high technology, and financial services. Dr. Jacobson earned a doctorate and master’s degree from the State University of New York at Stony Brook, and a bachelor’s degree from the University of California, San Diego.

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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