



805 Central Avenue
Cincinnati, OH 45202
burke.com

phone | 513.241.5663
fax | 513.684.7500

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For more information, please contact:
Andrea W. Fisher
513.684.7616
Andrea.fisher@burke.com

BURKE, INC. EXECUTIVE RECEIVES AWARD OF EXCELLENCE

***Joe Ottaviani Recognized for Volunteer Work with
Marketing Research Association***

Cincinnati, OH (July 6, 2006): Joe Ottaviani, Senior Vice President and General Manager, at Burke, Inc., has been recognized for Excellence in Service by the Marketing Research Association (MRA), an international association of the opinion and market research profession. Mr. Ottaviani was presented with the award at the 2006 Annual Conference & Research Industry Forum, June 14-16, 2006, at the JW Marriott - Washington, DC.

Each year, MRA recognizes one member who has brought excellence in service to the Association during the past year and who has worked on National Workgroups, Committees and Task Forces. For several years, Mr. Ottaviani has been involved with MRA on the National level, serving in many capacities including Director at Large and MRA President, Annual Conference Research Industry Forum Facilitator and General Session speaker at a National Conference. He has also been involved at the local level with the Great Lakes Chapter. He was the College Scholarship Committee Chairman for almost 10 years. He continues to serve MRA as Past President.

The Marketing Research Association is the leading and largest association of the opinion and market research profession, a multi-billion dollar a year industry dedicated to providing valuable information to guide the decisions of companies that provide products and services to consumers and businesses. Established in 1957, MRA's international membership encompasses companies and professionals engaged in all segments of marketing and opinion

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research, including End Users, Full Service Researchers, Data Collectors and Support Service Providers. MRA publishes the annual Blue Book Research Services Directory, long the bible of the opinion and marketing research profession. Their web site is www.mra-net.org.

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, & 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 in California, Colorado, Georgia, Indiana, Massachusetts, North Carolina, New Jersey, Nevada, and Texas.

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