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**BURKE, INC. PROMOTES JODIE MCINERNEY
TO SENIOR VICE PRESIDENT, CLIENT SERVICES**

Cincinnati, OH (May 13, 2009): Burke, Inc. announces the promotion of Jodie McInerney, to Senior Vice President, Client Services.

“Jodie’s tenure at Burke has been one of consistently demonstrating an extremely high level of energy, a strong work ethic and tireless efforts to execute at the highest levels,” said Tom Myers, Senior Vice President, Client Services Manager. “Over the years, Jodie has worked in many industries and with many clients, displaying her wide-range of research knowledge.”

Ms. McInerney began her career at Burke in 1997 as an account associate. Prior to working at Burke, she was a marketing consultant for the Small Business Development Center in Columbia, S.C. At Burke, Ms. McInerney has also held the position of account manager and has been a part of Burke’s Decision Sciences department. She earned an M.B.A. from the University of South Carolina and a bachelor’s degree in business administration from the University of New Hampshire.

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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