



FOR IMMEDIATE RELEASE – June 12, 2012

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

**BURKE, INC. PROMOTES MIKE WEBSTER
TO SENIOR VICE PRESIDENT, RESEARCH SOLUTIONS**

Cincinnati, OH (June 12, 2012): Burke, Inc. is pleased to announce the promotion of Mike Webster to Senior Vice President, Research Solutions. This promotion recognizes Webster's substantial contributions to Burke, particularly his contributions to the development of Burke's online data collection and reporting capabilities.

"The impact that Mike has had on Burke through his leadership of our research technology cannot be overstated," said Jeff Miller, President and CEO of Burke, Inc. "Under Mike's direction, Burke's Digital Dashboard® has become a powerful, industry-leading online reporting tool that is relied upon by hundreds of Burke's clients. Mike has established a reputation in the marketing research industry as an authority on research technology. I look forward to his future contributions to Burke as we continuously evolve the processes and procedures around the collection, processing, and reporting of data."

Webster began his career at Burke in 1994 as a programmer and eventually became the Director of Burke's Internet Operations in the late 1990's. In subsequent years Webster's areas of responsibility grew to where he is currently responsible for all of the firm's research technology and related operational units. Webster is a member of Burke's Executive Committee and serves on the Council of American Research Organization's (CASRO) Technology Committee and the Marketing Research Association's (MRA) Technology Consortium. He is a graduate of Thomas More College.

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 39 different countries. Burke is headquartered in Cincinnati, Ohio, with regional offices throughout the United States.

###