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BURKE, INC. PROMOTES DIANE SURETTE

TO EXECUTIVE VICE PRESIDENT/HEAD OF CLIENT SERVICES

Cincinnati, OH (November 5, 2008): Burke, Inc. announces the promotion of Diane Surette, to Executive Vice President/Head of Client Services. She replaces Rod Cober, who retired this month.

“Diane brings a strong strategic perspective, a deep understanding of relationship management, a sound organizational development framework, and an innate ability to build deep, collaborative relationships both inside and outside the organization,” said Michael Baumgardner, President and CEO, Burke, Inc. “We are excited about her potential to help strengthen the bonds we strive to maintain with our clients.”

Ms. Surette joined Burke in 1996, developing a number of new services and pursuing a number of new business opportunities for the company. Ms. Surette became a senior member of Burke's management group in 2004 and moved from Boston to Cincinnati as Senior Vice President, Client Services management in 2006. Diane's background includes work as a CPA with Arthur Andersen, overseeing the Customer Satisfaction Program at Millipore Corporation, and running a successful consulting practice at Organizational Effectiveness Consultants (OEC).

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

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