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FOR IMMEDIATE RELEASE – February 14, 2007

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**BURKE, INC. PROMOTES GREG VAN SCOY
TO SENIOR VICE PRESIDENT, CLIENT SERVICES**

Cincinnati, OH (February 14, 2007): Burke, Inc. announces the promotion of Greg Van Scoy, to Senior Vice President, Client Services.

“This promotion recognizes Greg’s ability to understand very complex business issues and to design research approaches that provide clients with the information they need to address those business issues head on,” said Diane Surette, Senior Vice President, Client Services. “Achieving this level of recognition in Client Services also requires a demonstration of leadership qualities based on vision, inspiration, execution, and ownership. More importantly, Greg is very quick to point out how strong his support teams are and how much he enjoys working with them.”

Mr. Van Scoy began his career with Burke in 1997 after previous experience in customer satisfaction at Eastman Chemical, sales and marketing at Circuit City, and marketing research at Bijou Theatre Center and Sea Ray Boats, Inc. At Burke, he has served as a member of the Operating Committee. Mr. Van Scoy earned an M.B.A. in marketing and bachelor’s degree in academic psychology from the University of Tennessee.

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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