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BURKE, INC. PROMOTES JIM BERLING TO SENIOR VICE PRESIDENT

Cincinnati, OH (March 17, 2008): Burke, Inc. announces the promotion of Jim Berling, to Senior Vice President.

“Jim has steadily worked to enhance Burke’s leadership position in marketing research education,” said Dr. Michael Baumgardner, President and CEO, Burke, Inc. “Through his efforts, the Burke Institute has maintained a high level of participant satisfaction. Jim’s efforts to preserve and enhance our well-deserved reputation for training are an important contribution to Burke’s standing in the marketing research community.”

Mr. Berling became Managing Director of the Burke Institute in 2002. The Burke Institute, a wholly owned division of Burke, Inc., was founded in 1975 and is widely recognized as the leader in market research education, offering a variety of seminars in various research topics throughout the world.

Mr. Berling earned an M.B.A. at the University of Cincinnati and an undergraduate degree in economics from Washington University.

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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