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**BURKE, INC. BECOMES OFFICIAL SPONSOR AT
2006 AMA MARKETING RESEARCH CONFERENCE**

Burke Will Showcase Custom Marketing Research Services at September Event

Cincinnati, OH (June 16, 2006): Burke, Inc. has agreed to be an Official Sponsor at the 2006 American Marketing Association (AMA) Marketing Research Conference, one of the AMA's largest and most popular professional development forums for the marketing researcher. Burke will be showcasing custom marketing research services during the event, which takes place September 10 – 13, 2006, at the Sheraton Hotel, Chicago, Illinois.

The AMA Marketing Research Conference is designed to develop the researchers' scope through a variety of activities: intensive tutorial instruction (optional), provocative keynote presenters, concurrent sessions, presentations by leading research companies, as well as a variety of networking opportunities. Visit www.marketingpower.com for more information.

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, & 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 in California, Colorado, Georgia, Indiana, Massachusetts, North Carolina, New Jersey, Nevada, and Texas.

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