



805 Central Avenue  
Cincinnati, OH 45202  
burke.com

phone | 513.241.5663  
fax | 513.684.7500

**FOR IMMEDIATE RELEASE – October 29, 2007**

For more information, please contact:  
Andrea W. Fisher  
513.684.7616  
[Andrea.fisher@burke.com](mailto:Andrea.fisher@burke.com)

**ACCOUNT EXECUTIVE JOINS BURKE, INC.**

***New Hire Will Aid Burke's Healthcare Research Efforts***

Cincinnati, OH (October 29, 2007): Matthew T. White has joined Burke, Inc. as an Account Executive in Client Services.

As an Account Executive, Mr. White will assist with generating new business opportunities for Burke. Mr. White will use a consultative approach in order to deliver consistently outstanding decision support services to his clients. Mr. White will be based in Burke's Baltimore, Maryland office.

"Matthew's experience and success in the health care and pharmaceutical industries will benefit our current clients and aid with new business development," said Joseph Ottaviani, Senior Vice President of Client Services. "Matthew brings unique insight that will help our clients make better decisions that drive faster growth, higher profits and reduced risk."

Prior to Burke, Mr. White gained marketing and marketing research experience in the healthcare and pharmaceutical industries, with such organizations as P/S/L Research, TNS Healthcare and Stewart Marketing and Associates. Matthew served in the United States Coast Guard and received his B.B.A. from the College of William and Mary.

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.

###