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NEW SENIOR ACCOUNT EXECUTIVE JOINS BURKE, INC.
Experience Enhances Animal Health Research Capabilities

Cincinnati, OH (August 7, 2006): Irene Fedyushina recently joined Burke, Inc. as a Senior Account Executive in Client Services. Ms. Fedyushina will provide Burke solutions to marketing problems for animal health, pharmaceutical and consumer packaged goods clients.

Ms. Fedyushina's background includes business experiences gained while working in four countries located on three continents. Her marketing research experience extends to the end user, vendor, government and academic sides of the profession.


"Irene's diverse background will benefit our current clients and aid with new business development," said Joseph Ottaviani, Senior Vice President of Client Services. "Irene has the unique perspectives of end user, buyer and researcher that will serve her well in her new position."

Prior to joining Burke, Ms. Fedyushina most recently worked for Eli Lilly & Co./Elanco. She has also worked in the marketing research departments for Ipsos Reid, ACNielsen, Retail Council of Canada, Moscow University and Shinjidaisha Corporation.

Ms. Fedyushina holds several master's degrees, including an M.B.A. with a focus in health care marketing. She is completing her Ph.D. in clinical psychology at Northcentral University.

She will be based in Burke's New Castle, Indiana office.

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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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