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BURKE, INC. ANNOUNCES NEW HIRES

Cincinnati, OH (August 7, 2006): Burke, Inc. recently added two new employees: Rachel Agin, Account Manager, and Kim Lyons, Project Management Assistant. Ms. Agin and Ms. Lyons will work from Burke's Cincinnati, Ohio corporate headquarters.

Ms. Agin most recently worked at IPSOS-ASI in account management. She has a bachelor's degree in integrated strategic communication from the University of Kentucky and is currently pursuing her M.B.A. at Xavier University.

Ms. Lyons most recently worked at Besse Medical in their quality assurance area. She holds bachelor's degrees in marketing and hospitality management from Ohio 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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