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BURKE, INC. ANNOUNCES 100% ESOP OWNERSHIP


Firm Has Completed ESOP Restructuring

Cincinnati, OH (January 16, 2008): Burke, Inc. announces the completion of its Employee Stock Ownership Plan (ESOP) restructuring. As of today, the company has repurchased all remaining stock owned outside the ESOP, which was the final step to complete the transition to a 100% ESOP owned status.

An ESOP is an employee benefit plan which provides company stock to employees of the company. As a 100% ESOP owned company, all Burke, Inc. company stock is now held in trust by the ESOP exclusively for the benefit of Burke's employees. The company first formed the ESOP in 2004 when it acquired all outside shares of the company owned by TNS, Inc. This represented the first step of a plan to repurchase all of its stock and transform itself into a company with all ownership interest in the hands of its employees through the ESOP.

"Burke is committed to the concept of broad-based employee ownership," said Dr. Michael Baumgardner, President and CEO, Burke, Inc. "We believe providing ownership as a company benefit for employees will increase their dedication to the firm, improve work effort, reduce turnover, and generally lead to much greater employee satisfaction. As a 100% ESOP owned company, we are able to create a true culture of employee empowerment and responsibility."

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% ESOP owned company, Burke is also the industry leader in marketing research and consumer insights education through 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, Maryland, Massachusetts, North Carolina, New Jersey, Nevada, and Texas.