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**BURKE, INC. APPOINTS JEFF MILLER
AS CHIEF OPERATING OFFICER**

Cincinnati, OH (July 30, 2007): Burke, Inc. announces the appointment of Jeff Miller to Chief Operating Officer (COO). Mr. Miller will have full responsibility for all operational units in the company.

“Jeff’s experience and knowledge of the research industry, of Burke, and of Burke’s processes, uniquely qualifies him for this position,” said Dr. Michael Baumgardner, President and CEO, Burke, Inc. “Jeff will continue to move Burke, Inc. forward in all phases of operational quality.”

Mr. Miller began his career at Burke in 1988 and currently serves as a member of Burke's senior management committee and sits on Burke's Board of Directors. Mr. Miller is also a past chair of the advisory board for the A.C. Nielsen Center for Marketing Research at the University of Wisconsin.

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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