



805 Central Avenue
Cincinnati, OH 45202
burke.com

phone | 513.241.5663
fax | 513.684.7500

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For more information, please contact:
Andrea W. Fisher
513.684.7616
Andrea.fisher@burke.com

**BURKE, INC. PROMOTES TARA MAROTTI
TO SENIOR VICE PRESIDENT, CLIENT SERVICES**

Cincinnati, OH (January 28, 2008): Burke, Inc. announces the promotion of Tara Marotti, to Senior Vice President, Client Services.

“This promotion recognizes Tara’s unfailing dedication to Burke and her clients, her leadership contributions, and her overall performance with her teams,” said Diane Surette, Senior Vice President, Client Services.

Ms. Marotti joined Burke in 1995 after working in the marketing research department at DePuy, Inc., a medical device manufacturer. Since joining Burke, Ms. Marotti has gained a myriad of skills and insights managing research programs in a variety of industries including technology, consumer-packaged goods, banking, telecommunications, insurance, publications, and industrial equipment. Ms. Marotti has served on Burke’s Operating Committee and has an ongoing role in Burke’s recruiting efforts. Ms. Marotti earned an M.B.A. at the University of Cincinnati and holds undergraduate degrees in marketing and human resources from Indiana University’s Kelley School of Business.

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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