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**BURKE, INC. PROMOTES MIKE WEBSTER
TO VICE PRESIDENT, TECHNOLOGY SOLUTIONS**

Cincinnati, OH (August 3, 2007): Burke, Inc. announces the promotion of Mike Webster to Vice President, Technology Solutions. Burke's Technology Solutions department is responsible for all inward facing and client facing research technology.

"Early in his tenure, Mike was asked to lead our technology efforts in entering the Internet age of data collection and reporting," said Jeff Miller, Chief Operating Officer, Burke, Inc. "Burke's online capabilities have come a long way during that time, and that progress would not have been possible without Mike's efforts."

Mr. Webster began his career at Burke in 1994 after previous experience at Alliance Research. In 2000, Mr. Webster became Director, Internet Operations. A recognized authority on research technology, Mr. Webster is currently a member of CASRO's (Council of American Survey Research Organizations) Technology Committee, and the MRA's (Marketing Research Association) Technology Consortium. Mr. Webster has served on Burke's Operating Committee.

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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