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BURKE, INC. PROMOTES TOM MYERS TO CLIENT SERVICES MANAGEMENT

Cincinnati, OH (November 14, 2008): Burke, Inc. announces the promotion of Tom Myers to Senior Vice President, Client Services Management.

“This promotion recognizes the exceptional contributions Tom has made in each of the roles he has held at Burke,” said Diane Surette, Executive Vice President, Client Services.

Mr. Myers joined Burke in 1981 as a Data Analyst Trainee and eventually moved through many different roles and departments, from Data Management to STATs to Consulting and Analytical Services (now Decision Sciences) to Client Services. Mr. Myers' extensive management and research experience enable him to understand the specific information needs requisite for addressing clients' business objectives and for ensuring the actionability of research results. Mr. Myers has worked with a variety of clients over the years from Fortune 50 global organizations to small, local firms. Mr. Myers holds an undergraduate degree in accounting and an M.B.A. from Northern Kentucky 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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