



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 STEVE CLARK
TO SENIOR VICE PRESIDENT, DATA ACQUISITION AND PROCESSING**

Cincinnati, OH (January 4, 2007): Burke, Inc. announces the promotion of Steve Clark to Senior Vice President, Data Acquisition and Processing. Burke's Data Acquisition and Processing area is focused on providing the technological tools, processes, and quality people needed to effectively collect and deliver the basic data that Burke interprets for clients.

“Steve has been instrumental in helping us to smoothly navigate the changing landscape of data collection as more work has shifted to the internet,” said Dr. Michael Baumgardner, President and CEO, Burke, Inc. “I look forward to Steve's contributions to Burke as we continue to evolve our procedures in acquisition and processing of data.”

Mr. Clark began his career at Burke in 1999 after previous experience as Director of Data Collection for MarketingAlly and as Telephone Center Manager for Wirthlin Worldwide. In 2000, Mr. Clark became the Director of Data Collection. He has served on Burke's Operating Committee since 2000.

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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