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VICE PRESIDENT, SENIOR ACCOUNT EXECUTIVE JOINS BURKE, INC.

Cincinnati, OH (December 18, 2009): John Thomas recently joined Burke, Inc. as a Vice President, Senior Account Executive in Client Services.

Mr. Thomas comes to Burke from Clear Seas Research, a start-up marketing research firm, where he served as the Executive Director with responsibilities ranging from strategic direction and revenue generation to hiring and operations. Prior to Clear Seas Research, Mr. Thomas spent 13 years at Market Strategies International (MSI) working his way through the organization. In his new role at Burke, Mr. Thomas will focus on creating new business among medical device manufacturers and hospital systems.

"John's extensive healthcare research experience and his stellar approach to client service provide him an excellent platform for building business at Burke. We are thrilled to have him with us," said Tara Marotti, Senior Vice President, Client Services Management.

Mr. Thomas holds a master's degree in industrial and organizational psychology from Wayne State University and a bachelor's degree in psychology from the University of Michigan. Mr. Thomas has served as an Adjunct Instructor at Wayne State University, Oakland University and University of Detroit Mercy. Mr. Thomas will be based in South Lyon, Michigan (between Lansing and Detroit).

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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