



FOR IMMEDIATE RELEASE

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BCI Burke Honors Sales Representative of the Year

FOND DU LAC, WI -- BCI Burke, manufacturer of commercial playground equipment, park amenities and skate park equipment headquartered in Fond du Lac, Wisconsin, named Child's Play Inc. of Dallas, Texas, its Representative Firm of the year for 2006. This was the 4th consecutive year Child's Play earned this esteemed award.

BCI Burke President/CEO Tim Ahern presented the award, which is based on rep firm commitment to annual growth, sales volume, and fulfillment of sales goals, to Child's Play owners Jay and Kathy Robertson during the company's annual national sales meeting held recently in Fond du Lac.

"Jay and Kathy and the rest of the Child's Play team epitomize the values that Burke is built on. Their commitment to complete customer satisfaction and making sure that they are taken care of every step of the way is a cornerstone of their success," said Ahern. They are an exceptional team and I am very proud and honored to name them Burke Representatives of the year," he added.

Child's Play is one of 29 independent manufacturer firms representing BCI Burke worldwide. The Robertson's joined Burke in 1996 and developed an aggressive business plan that has produced continuous success and significant growth over the last ten years.

"Child's Play is once again extremely excited to receive this award. Our team worked exceptionally hard to earn this, and when you put your customers first, things always seem to fall into place" says Jay Robertson, Child's Play owner. "We strive for 100 percent customer satisfaction through good design, superior quality equipment, and excellent project management. We are fortunate to be aligned with Burke, and together we have the ability to provide all of these components to our customers," he adds.

As the premier manufacturer of play spaces for over 85 years, BCI Burke's team of professionals design, engineer and build innovative skate park, playground, and park and recreation equipment. Countless exciting projects are occurring that emphasize the Burke core values of affordable quality, child development, safety and ongoing customer service that is second to none.

For more information about Child's Play or the innovative products and programs of BCI Burke, contact Rose Ahern at 800-356-2070 or visit the website at www.bciburke.com.



From left to right: Tim Ahern, BCI Burke President/CEO; Kathy Robertson, Childs Play owner; John Hansen, BCI Burke Sales & Business Development Director; and Jay Robertson, Child's Play owner.

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