

MEDIA RELEASE

FOR IMMEDIATE RELEASE

O'Connell Delivers the Punch Line for Canada's Kraft Dinner ***Voice Talent Includes Two Character Voices for National Canadian TV Spot***

TORONTO, ON, April 7, 2014 - - It was probably only a matter of time before Kraft Foods Group, Inc., whose founder James Lewis Kraft started his cheese business in Buffalo, NY back in 1903, included a Buffalo, NY-born voice-over talent in one of the national commercials.

In Kraft Foods most recent and imaginative national television commercial for Canada's Kraft Dinner (known as Kraft Macaroni & Cheese in the United States), international voice-over talent Peter K. O'Connell provided two voices ("Jockey" and "Pony") for the countrywide TV spot.

According to one report by the Canadian Broadcasting Corporation (CBC), Canadians buy more Kraft Dinner than anyone else in the world, estimated at one point to be about 75 million boxes annually. Other publications note that Kraft Dinner is considered "Canada's National Dish".

About Kraft Foods Group

Kraft Foods Group, Inc. (NASDAQ: KRFT) is one of North America's largest consumer packaged food and beverage companies, with annual revenues of more than \$18 billion. With the spirit of a startup and the soul of a powerhouse, Kraft has an unrivaled portfolio of products in the beverages, cheese, refrigerated meals and grocery categories. The company's iconic brands include Kraft, Capri Sun, JELL-O, Kool-Aid, Lunchables, Maxwell House, Oscar Mayer, Philadelphia, Planters and Velveeta. Kraft's 22,500 employees in the U.S. and Canada have a passion for making the foods and beverages people love. Kraft is a member of the Standard & Poor's 500 and the NASDAQ-100 indices.

About Peter K. O'Connell

America's Friendly, Neighborhood Voice-Over Talent, Peter K. O'Connell, has worked with a wide variety of companies from around the world in addition to this most recent production for Kraft Foods. Some of Peter's clients include PBS Television Network, Shell Oil, Pitney Bowes, Bacardi Rum, Highlights HIGH FIVE Magazine, Deloitte Canada, Zaycon Foods, U.S. Army, Starz Cable Television Network, BlueCross BlueShield, SunSetter Awnings, Time Warner Cable, Esker, First Financial Bank, N.A., Harlequin Enterprises, *The Buffalo News*, and Darien Lake Theme Park.

Described as a natural born storyteller, Peter K. O'Connell's voice-over productions have been heard globally in radio and TV commercials, medical narrations, television infomercials, political commercial voice-overs, TV network promos, e-learning narration projects (computer-based training, internet-based training and web-based training), PSA's, message on-hold as well as other video and media productions. Peter owns audio'connell Voice Over Talent, a division of O'Connell Communications, LLC.

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► NOTES TO EDITORS

Company Media Releases ON LINE:

<http://www.audioconnell.com/media>

Company Name Pronunciation:

au·dio·o'·con·nell (awe-de-oh-oh-kah-nel) **or** au·di·o'·con·nell (awe-de-oh-kah-nel)

Company Name Spelling:

Use lower case letters- audio'connell or audio'connell Voice Over Talent

Company Web:

<http://www.audioconnell.com>

Company Blog:

<http://www.voxmarketising.com>

Corporate Web:

<http://www.occomllc.com>