

MEDIA RELEASE

FOR IMMEDIATE RELEASE

Rich Products Signs O'Connell To Narrate Video Series ***Major Corporate Initiative Results in Multi-Episode Educational Media Production***

BUFFALO, NY, JULY 9, 2014 - - With \$3.1 billion in annual sales of non-dairy toppings, icings, pizza, bakery products and other popular food items, Rich Products Corporation is constantly working on improving its industry leading products and customer service. But when you've got over 9,200 employees worldwide spanning six continents as Rich Products does, effectively communicating new innovations company-wide to ensure accurate implementation requires thoughtful corporate execution and a friendly voice.

To roll out it's updated *Speed To Market* process, Rich's created a multi-episode video series to educate Rich's associates about the program's significant changes and improvements. Serving as the narrator guiding associates through this comprehensive updated corporate initiative was national voice-over talent Peter K. O'Connell.

About Rich Products Corporation

The founder of the non-dairy segment of the frozen-food industry, Rich Products Corporation is a leading supplier and solutions provider to the foodservice, in-store bakery and retail marketplaces. Since 1945, Rich's has been committed to developing food solutions that raise the bar on quality, convenience and efficiency for its customers. Rich's posts annual sales exceeding \$3.1 billion and employs more than 9,200 people worldwide spanning six continents. Rich's today produces more than 2,000 products sold across 112 countries.

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 project for Rich Products Corporation. Some of Peter's clients include Kraft Foods, 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.voxmarketing.com>

Corporate Web:

<http://www.occomllc.com>