

# MEDIA RELEASE

FOR IMMEDIATE RELEASE

## General Electric Signs O'Connell for Narration

### *Voice-Over Talent Narrates Explainer Video for GE's Working Capital Solutions Unit*

FAIRFIELD, CONNECTICUT, January 5, 2015 - - Voice-over talent Peter K. O'Connell was retained by General Electric to serve as narrator for a recently produced corporate video presentation.

Working Capital Solutions (WCS), a business unit of GE, asked O'Connell to narrate a company presentation outlining how WCS helps GE generate and maintain healthy levels of working capital including accounts payable, inventory and accounts receivable.

#### ***About General Electric***

GE works on things that matter. The best people and the best technologies taking on the toughest challenges. Finding solutions in energy, health and home, transportation and finance. Building, powering, moving and curing the world. Not just imaging. Doing. GE works.

In 2013, GE delivered solid results despite the volatile economic climate with earnings of \$16.9 billion. Industrial cash flow from operating activities for the year remained strong at over \$17.4 billion.

GE traces its beginnings to Thomas A. Edison, who established Edison Electric Light Company in 1878. In 1892, a merger of Edison General Electric Company and the Thomson-Houston Electric Company created General Electric Company. GE is the only company listed in the Dow Jones Industrial Index today that was also included in the original index in 1896.

#### ***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 General Electric. Some of Peter's clients include Kraft Foods, PBS Television Network, Shell Oil, Pitney Bowes, Bacardi Rum, Highlights HIGH FIVE Magazine, Deloitte Canada, Rich Products, U.S. Army, Starz Cable Television Network, BlueCross BlueShield, SunSetter Awnings, Time Warner Cable, Harlequin Enterprises 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 and can be reached via audioconnell.com.

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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>

##### **O'Connell Voice-Over Resume:**

[http://www.audioconnell.com/clientuploads/pdf/OConnell\\_Peter\\_Voice\\_Over\\_Resume\\_141226.pdf](http://www.audioconnell.com/clientuploads/pdf/OConnell_Peter_Voice_Over_Resume_141226.pdf)