

MEDIA RELEASE

FOR IMMEDIATE RELEASE

O'Connell Goes Back To College

Medaille College Signs National Voice Talent as Voice For Business School

BUFFALO, NEW YORK, February 1, 2015 - - For their recent advertising campaign promoting enrollment in their Business programs, Medaille College sought to highlight its practitioner-based, student-centered and experiential learning opportunities. The campaign's theme is "Where College Meets Career".

Key to the success of the audio branding portion of this marketing effort, through an extensive radio advertising campaign, was a voice that resonated with multiple age groups. Medaille College's Business Administration program attracts a wide range of Undergraduate and Graduate students – from those entering college for the first time to working business professionals looking to enhance their knowledge by pursuing advanced degrees including Bachelor of Arts or Masters of Business Administration.

The school found that audio brand in national voice-over talent and president of audio'connell Voice-Over Talent Peter K. O'Connell, who was selected by Medaille College as the voice of their radio branding effort.

About Medaille College

Medaille College is a private, nonsectarian four-year college with campuses in Buffalo, NY, Rochester, NY and online. Medaille focuses on their students' success in college and as a future professional by offering undergraduate and graduate degree programs in hands-on, practitioner-based learning environments on campus and in the Western New York community.

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 Medaille College. Some of Peter's clients include General Electric, 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.

- 30 -

► 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