

MEDIA RELEASE

FOR IMMEDIATE RELEASE

O'Connell Voices 'Checkout Charlie' for Tops Markets

Character Voice Actor Helps Bring To Life A Coupon Printer for Holiday Promo

BUFFALO, NEW YORK, December 1, 2015 - - To help make the holidays a little happier for their customers across three states, Tops Markets is giving away \$100.00 Tops Gift Cards to some lucky shoppers through the supermarket chain's checkout coupon machines. The northeast supermarket chain, in their new television commercial highlighting the Thanksgiving to Christmas giveaway, created a new, talking coupon machine character called 'Checkout Charlie'. Tops selected professional voice actor Peter K. O'Connell to voice 'Checkout Charlie'.

About Tops Markets

Tops Markets, LLC, which is headquartered in Williamsville, New York, operates 162 corporate full-service supermarkets under the banners of Tops and Orchard Fresh, with an additional five supermarkets operated by franchisees. With approximately 14,450 associates, Tops is a leading full-service grocery retailer in Upstate New York, Northern Pennsylvania and Vermont.

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 commercial project for Tops Markets. Some of Peter's clients include General Electric, Kraft Foods, PBS Television Network, Shell Oil, Pitney Bowes, Western Union, 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_151021.pdf