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MEDIA RELEASE

FOR IMMEDIATE RELEASE

Texas Electricity Provider Selects audio'connell to Provide Campaign Voice Talent

Company President Voices Ad Campaign

BUFFALO, New York, June 23, 2008 - - One of the Lone Star state's largest energy providers lassoed audio'connell Voice Over Talent president Peter K. O'Connell as the voice talent for its most recent radio advertising campaign.

Irving, Texas-based First Choice Power secured O'Connell to provide the voice over for a series of commercials that highlighted the company's price protection options to combat rising energy costs. The campaign included :15, :30 and :60 second radio commercials.

First Choice Power is a Texas electricity provider with ties to a 70-year heritage of serving the state. The company is one of the Texas' largest retail electricity providers, offering competitive pricing and a variety of customer plans.

A professional voice over talent and audio producer for over 25 years, Peter O'Connell is a professional voice over talent and audio producer for over 25 years, Peter O'Connell is president of audio'connell Voice Over Talent, a worldwide, English language-based voice talent company. He also operates International Voice Talents, featuring foreign language male and female voice actors.

Both organizations provide professional voice talent for commercials, animation, corporate narrations, documentaries, broadcast voice imaging, audio books, podcasts and messaging on-hold (MOH). Industries served by the two companies include advertising agencies, media and broadcast production companies as well as both large and small businesses around the world.

Mr. O'Connell also owns Voice Over Workshop, which provides professional voice over training to novice and experienced voice talent around the world.

The three businesses are all a part of O'Connell Companies.

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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.oconnellcompanies.com>

the perfect choice for an awesome voice!™