



FOR INFORMATION CONTACT
Peter K. O'Connell
President / Voice Over Talent
E peter@audioconnell.com

68 Linden Avenue
Buffalo, NY 14214-1502 USA
P 716.572.1800
F 716.836.2308
W www.audioconnell.com

MEDIA RELEASE

FOR IMMEDIATE RELEASE

As Uncle Sam, O'Connell is a "Tops" Recruit

Voice Actor Brings Radio Campaign Character to Life

BUFFALO, New York, July 18, 2008 - - Tops Friendly Markets, a grocery chain with stores in Pennsylvania and New York State, secured the services of America's favorite uncle, "Uncle Sam", for a recent radio campaign. Voice actor and president of audio'connell Voice Over Talent Peter O'Connell was chosen as the voice of "Uncle Sam" for the campaign.

In the spots (which included a series of :60 second radio commercials) O'Connell's "Uncle Sam" voice character encouraged Tops' customers to utilize the chain's Bonus Card reward program for extra savings on groceries and gasoline.

Tops Markets, LLC, is headquartered in Williamsville, NY and operates 71 full-service supermarkets and five franchise supermarkets. With over 10,000 associates, Tops is the leading full-service grocery retailer in Western New York, Central New York, including Rochester, and Northwestern Pennsylvania.

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.

- 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>

Corporate Web:

<http://www.oconnellcompanies.com>

the perfect choice for an awesome voice!™