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MEDIA RELEASE

FOR IMMEDIATE RELEASE

PBS Secures Peter K. O'Connell for Fizzy's Lunch Lab Promo

Public Television Network's New Web Series Educates Children & Families about Good Nutrition

ARLINGTON, Virginia, November 30, 2009 - - The Public Broadcasting Service (PBS) secured voice over talent Peter K. O'Connell as the announcer for the TV and web promotion of the national network's new web series "Fizzy's Lunch Lab", beginning December 1, 2009.

Fizzy's Lunch Lab is a vibrant, fun and kid-friendly web-only series featuring original characters and funny stories that entertain and educate families about the importance of good nutrition, a balanced diet, and physical activity. Professor Fizzy and his friends in the super-charged Lunch Lab Test Kitchen prepare healthy snacks, investigate the difference between good and bad food, and learn what happens once the food you eat goes into your body.

Each week, The Lunch Lab web site will release a new animated short video as well as a corresponding recipe for kids and parents to enjoy. Monthly food/nutrition themes will help guide the program's message and the animated videos will reinforce concepts pertaining to the featured theme. This will make it easy for parents to extend the learning into the home. The site can be found at <http://pbskids.org/lunchlab/>.

A professional voice talent since 1982, some of Peter K. O'Connell's professional voiceover credits include productions for Shell Oil, Starz Cable Channel, New Jersey Alliance and New Jersey Tourism, J. Walter Thompson Advertising (JWT), 2K Games, Cleveland Browns, Tops Friendly Markets, Island Press Publishers, Harlequin Enterprises, First Choice Power, Bank of Tuscaloosa, Crosby Stills & Nash, Fashion Outlet Mall, Junior Chamber International, Peek N' Peak Resort and Spa, Devaweb and The Advertising Club of Buffalo.

Peter is President of audio'connell Voice Over Talent which provides English-speaking professional male and female voiceover services for national and international clients. The voice over needs of foreign language clients are served through another O'Connell-owned company, International Voice Talents. Mr. O'Connell also owns Voice Over Workshop, which provides professional voice over training to novice and experienced voice talent world-wide.

audio'connell Voice Over Talent, International Voice Talents and Voice Over Workshop are all a part of O'Connell Communications, LLC.

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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.occomllc.com>