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## MEDIA RELEASE

FOR IMMEDIATE RELEASE

### **Vista Mini Captures O'Connell for Maximum Radio Impact**

***A premier U.S. Mini Cooper dealership secures voice talent Peter K. O'Connell for campaign***

COCONUT CREEK, FLORIDA, March 16, 2010 - - Efficiency and style are the hallmarks of the Mini Cooper brand from its construction to its minimal fuel consumption. The brand's efficiency even extends to its advertising which may be why Vista Mini Cooper in Coconut Creek, Florida secured Peter K. O'Connell as a voice talent in their dealership's recent radio campaign.

Vista Mini is one of the premier Mini Cooper dealerships in the country and the number one Mini Superstore in Coconut Creek, Florida, offering one of the most comprehensive parts and service departments in the automotive industry. The Mini Cooper first came to the United States on March 22, 2002 from the BMW Group Plant near Oxford in the United Kingdom where it is still manufactured today.

A professional voice talent since 1982, some of Peter K. O'Connell's professional voiceover credits include productions for the Public Broadcasting Service (PBS), Shell Oil, Starz Cable Channel, New Jersey Alliance and New Jersey Tourism, Sunsetter Awnings, J. Walter Thompson Advertising (JWT), 2K Games, Cleveland Browns, Tops Friendly Markets, Island Press Publishers, Harlequin Enterprises, First Choice Power, Pathmark Supermarkets, 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>