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MEDIA RELEASE

FOR IMMEDIATE RELEASE

Pathmark and Food Basics Call on O'Connell for In-store Radio

Voice Talent for Radio Commercials Adds In-store Productions

MONTVALE, New Jersey, July 29, 2010 - - With over 140 grocery stores across New York, New Jersey, Connecticut, Pennsylvania and Delaware, Pathmark grocery stores retained voice talent Peter K. O'Connell for their chain-wide, in-store radio production. This is in addition to the broadcast radio commercials O'Connell had voiced for the chain.

Additionally, O'Connell also completed in-store radio production for Food Basics, a grocery chain with 12 stores across Connecticut, New Jersey, New York and Pennsylvania. Both Pathmark and Food Basics are part of The Great Atlantic & Pacific Tea Company, better known as A&P.

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, 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.

audio'connell Voice Over Talent is a worldwide, English language-based voice talent business. The company provides voice talent for commercials, animation, corporate narrations, documentaries, broadcast voice imaging, audio books, podcasts and messaging on-hold (MOH). Founded in 1982, industries served by the audio'connell include advertising agencies, media and broadcast production companies as well as both large and small businesses around the world. Sister company International Voice Talents provides similar services, using professional foreign language male and female voice actors.

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.oconnellcompanies.com>