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MEDIA RELEASE

FOR IMMEDIATE RELEASE

O'Connell helps XATA Turnpike's RouteTracker Stay On-Course

Fleet Management Software & Service Company Secures Voice Talent for E-Learning Project

MINNEAPOLIS, Minnesota, August 28, 2010 - - Specializing in software and services that provide operational and financial efficiencies to global trucking and distribution companies, XATA Turnpike recently completed an extensive sales and e-learning project for its RouteTracker product. The web based project was narrated by male voice over talent Peter K. O'Connell.

RouteTracker, from XATA Turnpike, is a device that combined GPS information with Engine Diagnostics. RouteTracker leverages the technology of cellular phones or handheld devices to communicate GPS and Engine Diagnostic information via Bluetooth to their completely web based application, Turnpike Direct. The RouteTracker device is unique in that it does not contain an embedded modem.

Turnpike has over 30,000 vehicles made up of over 600 companies utilizing the system. Small and large fleets employ reporting tools that include: fuel efficiency monitoring, driver safety scorecards, engine diagnostics, GPS reporting, 395.15 compliant Hours of Service (HOS) driver logs, speed, hard brake events, odometer readings, payroll verification, customer delivery monitoring, and complete IFTA automation.

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>