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MEDIA RELEASE

FOR IMMEDIATE RELEASE

Time Warner Cable Drafts O'Connell for Buffalo Bills-Themed Spots

NFL Linebacker Paul Posluszny Steals the Show in Humorous Radio Commercials

BUFFALO, New York, September 15, 2010 - - With Buffalo Bills Linebacker and fan favorite Paul Posluszny doling out "advice" to inquiring fans in a series of humorous radio spots, Time Warner Cable secured voice actor Peter K. O'Connell as the campaign's announcer. The radio commercials, scheduled to air across New York State, promote Time Warner Cable's video, high-speed data and voice services.

Time Warner Cable, Official Communications Provider of the Buffalo Bills, is the second-largest cable operator in the U.S., serving more than 14 million customers who subscribe to one or more of its video, high-speed data and voice services.

The Buffalo Bills are one of the most storied franchises in the National Football League (NFL). The Bills have won two American Football League (AFL) Championships (1964 - 1965) and won an NFL record four straight AFC Championships (1990 - 1993) that included four trips to the Super Bowl.

Drafted by the Bills in the second round of the 2007 draft, Buffalo Bills Linebacker Paul Posluszny was voted team captain in 2009, tied for second among NFL linebackers with three interceptions in 2009 and has led the Bills in defensive tackles in each of the past two seasons.

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>