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MEDIA RELEASE

FOR IMMEDIATE RELEASE

New York State's Largest Theme Park Lands O'Connell for Spot *TV Commercial Kicks off Darien Lake Theme Park's 2012 Season Pass Campaign*

DARIEN CENTER, NY, June 15, 2012 - - With 45 rides - including six world-class roller coasters, the region's largest water park complete with wave pool and a 20,000-seat performing arts center, families from across New York State, Pennsylvania, Ohio and beyond enjoy spending their summers at Darien Lake Theme Park. To help successfully get out the word on the all the fun and savings to be had this summer, the park secured national voice-over talent Peter K. O'Connell in their newly produced television commercial, promoting Darien Lake's 2012 Season Pass program.

About Peter K. O'Connell

In addition this most recent television commercial for Darien Lake, Peter K. O'Connell's professional voice-over credits include national and regional voice-over productions for companies such as PBS (Public Broadcasting Service), Shell Oil, Pitney Bowes, U.S. Army, Starz Cable Channel, SunSetter Awnings, Time Warner Cable, New Jersey Tourism, First Financial Bank, N.A., J. Walter Thompson Advertising, Cleveland Browns of the National Football League, Harlequin Enterprises and Pathmark Supermarkets.

O'Connell's voice-over productions have been heard around the world in radio and TV commercials, medical narrations, television infomercials, political commercial voice-overs, TV network promos, e-learning narration projects (computer-based training, internet-based training and web-based training), public service announcements, message on-hold as well as other video and media productions. Peter K. O'Connell owns audio'connell Voice Over Talent.

About Darien Lake

Darien Lake's wide variety of entertainment has made it "destination fun" since 1964. Located 45 minutes from Niagara Falls between Buffalo and Rochester, N.Y., today the park boasts more than 45 rides, including six world-class roller coasters; dozens of family rides; several world-class entertainment shows right in the park; the region's largest water park complete with wave pool; and a 20,000-seat performing arts center, operated by Live Nation, that hosts some of the hottest music artists. The park is open May to October, and welcomes overnight guests in a wide range of accommodations – from a full-service hotel and modern cabins to rental RVs, and RV and tent campsites.

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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>