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MEDIA RELEASE

FOR IMMEDIATE RELEASE

BlueCross BlueShield Ensures Quality Voice-Over with O'Connell *Radio Campaign Promotes Local Medicare Advantage Plan*

BUFFALO, New York, January 2, 2013 - - Creating awareness for its Medicare Advantage Plan, BlueCross BlueShield of Western New York produced a radio campaign that included voice-over talent Peter K. O'Connell. The multi-part, family oriented radio spots, focusing on the security and stability of current health plans, were broadcast across western New York State.

About Peter K. O'Connell

In addition to this most recent radio advertising campaign for BlueCross BlueShield of Western New York, Peter K. O'Connell's professional voice-over credits include regional, national and international voice-over productions for companies such as PBS (Public Broadcasting Service), Shell Oil, Pitney Bowes, Bacardi Rum, Deloitte Canada, 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, Darien Lake Theme Park 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), PSA's, message on-hold as well as other video and media productions.

Known as America's Friendly, Neighborhood Voice-Over Talent, Peter K. O'Connell owns audio'connell Voice Over Talent and International Voice Talents, both divisions of O'Connell Communications, LLC.

About BlueCross BlueShield of Western New York

BlueCross BlueShield of Western New York is a division of HealthNow New York Inc., one of New York's leading health care companies that provides access to quality health care and solutions for members throughout Upstate New York. Since 1936, BlueCross BlueShield has helped millions of people gain access to health care. Today, we offer a full range of insured, self-insured, and government programs and services covering businesses, families, and individuals, as well as life and disability coverage, dental and vision plans and stop-loss coverage. The company contributes significantly to organizations that promote physical health, community health and our region's health, and BlueCross BlueShield employees also raise and donate several hundred thousand dollars each year. Headquartered in Buffalo, NY, the company is an independent Licensee of the BlueCross BlueShield Association.

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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>