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MEDIA RELEASE

FOR IMMEDIATE RELEASE

O'Connell's Voice-Over Is The Breaking Story For *The Buffalo News* *Radio Campaign Promotes Newspaper's New Features*

BUFFALO, New York, February 18, 2013 - - National voice-over talent Peter K. O'Connell was signed as the announcing talent for a new radio advertising campaign produced for *The Buffalo News*.

The regional radio commercials highlight new editorial features the daily newspaper will begin publishing in the coming weeks.

About Peter K. O'Connell

In addition to this most recent radio advertising campaign for *The Buffalo News*, 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, BlueCross BlueShield, SunSetter Awnings, Time Warner Cable, New Jersey Tourism, First Financial Bank, N.A., 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 *The Buffalo News*

The Buffalo News is the primary newspaper of the Buffalo, New York, metropolitan area and its surrounding suburbs. *The News* remains Buffalo's only daily newspaper. *The Buffalo News* was founded in 1873 by Edward H. Butler as a Sunday paper. Today, it is wholly owned by Berkshire Hathaway. *The Buffalo News* participates in the Buffalo community and sponsors charitable, social, and educational events.

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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>