

NEWS OF OUR CLIENTS



5301 N. Commerce Ave Suite C
Moorpark, CA 93021

Tel 805 529 3700
Fax 805 529 3701

Contact: Jonina Costello / jcostello@full-throttlecom.com
Jason Bear / jbear@full-throttlecom.com
Phone: (805) 529-3700

MIDLAND® RADIO CORPORATION SELECTS FULL-THROTTLE COMMUNICATIONS AS NEW MARKETING AND PUBLIC RELATIONS PARTNER

Midland® Radio Corporation — the global company renowned for bringing advanced technology to the outdoors with its high performance two-way radios, action cameras and weather alert radios — has selected full-service marketing, advertising and public relations agency, Full-Throttle Communications of Moorpark, Calif. as its new agency of record. Effective immediately, the agency will be putting its marketing and PR ‘pedal to the metal’ for Midland Radio, aggressively promoting the brand, its products and message of innovative design and quality.



“We’re excited to partner with Full-Throttle Communications as they have the right assets and talent we need to help us generate both product and brand awareness across the U.S.,” said Director of Marketing, Terry Mears, for Midland Radio. “We pride ourselves on continuing to provide our customers with high quality, reliable products at an unbeatable value and Full-Throttle understands this making it a good match.”

“We are long-time fans of the Midland brand and its products, and are honored to have been selected as the company’s new PR and marketing partner,” said Jason Bear, president and CEO for Full-Throttle Communications. “We’re ready to go ‘full-throttle’ for the brand, and develop a strategic marketing plan along with effective PR initiatives and promotions that will deliver results.”

Full-Throttle will hit the ground running for Midland taking the marketing and PR lead on the launch of the company’s newest introduction for 2015, the new X-Talker Series, enhanced two-way radios perfect for use anywhere in the outdoors whether you’re hitting the trails, hunting the backwoods or camping with the family.

From the brand’s inception in 1959, Midland Radio Corporation has been a pioneer in two-way radio technology — the first brand of CB radios in the United States and the first to introduce a 14-channel FRS radio to the market. Today, the company is the leading supplier of consumer two-way radios as well as weather alert radios, and is also an innovator in emergency radios, action cameras, Bluetooth intercoms and its legendary CB Radios. Headquartered in Kansas City, the heart of the country, the Midland brand represents quality, value and reliability — everything America prides itself on. With its products sold in leading consumer electronics, sporting goods and many other retailers nationwide, the company is the U.S. affiliate of an international group of companies spanning North America, Europe and Asia. For more information, visit midlandusa.com.

The team at Full-Throttle Communications is comprised of industry-leading professionals who are masters at creating brand awareness by providing powerful marcom insights, savvy creative solutions and incredibly strong media outreach that gives companies that competitive edge needed to grow their business.

For more information about Full-Throttle Communications Inc. and its fully-vertical marketing, advertising, and public relations services, contact the agency at 5301 N. Commerce Ave, Suite C, Moorpark, CA 93021. Telephone: (805)-529-3700 or visit online at full-throttlecommunications.com.

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