

NEWS OF OUR CLIENTS



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MACE TEAMS WITH FULL-THROTTLE COMMUNICATIONS FOR THE LAUNCH OF ITS NEW SPORTSMAN SCENT SYSTEM™ – POWERED BY DOC'S® SCENTS

In light of Mace's recent agreement to exclusively distribute all of Doc's® scent and attractant products, it comes as no surprise that the company was on the lookout for a team of industry public relations pros to announce the news and help Mace drive its newest product, the Sportsman Scent System™ full-force into the hunting and outdoor industry. That's why the company has turned to fully-vertical marketing, advertising and public relations agency Full-Throttle Communications, as there's no other firm that will push 'full-throttle' for its clients and help position them squarely in the hunting and outdoor industry spotlight.

As Mace's new partner, Full-Throttle Communications will 'attract' the media attention the brand deserves by initiating and executing a strategic public relations program for the launch of its Sportsman Scent System™, as well as help spread the word of its recent distribution agreement with Doc's® Deer Farm & Scents, Inc. In fact, the Full-Throttle team brings a wealth of knowledge and expertise in building brand awareness to the table – having represented numerous top brands in the hunting and outdoor markets for years. With this type of experience under its belt, it's no surprise that Full-Throttle is a perfect fit with Mace's overall marketing goals and objectives.

The Sportsman Scent System™ is a unique scent dispense system chock full of impressive features that's sure to turn heads and drop trophies this season. Its unique scent 'gun' lets hunters load up and shoot scent up to an impressive 25 feet while providing the shooter with complete control when applying scent trails – without contaminating the hunting area with human scent.

"We are thrilled to be working with such a reputable company as Mace, and look forward to delivering the results needed to elevate brand awareness of this exciting new product within the hunting and outdoor industry," says agency President and CEO Jason Bear.

The crew at Full-Throttle Communications are 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 the 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 668 Flinn Ave., Suite 28, Moorpark, CA 93021. Telephone: (805)-529-3700 or visit online at www.full-throttlecommunications.com To check out the latest info from our team and clients, become a fan on Facebook: <http://www.facebook.com/pages/Full-Throttle-Communications-Inc/122522524447664> or follow us on Twitter: <http://twitter.com/fullthrottlecom>

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