

NEWS OF OUR CLIENTS



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NOJO'S BAITs DEEMS FULL-THROTTLE COMMUNICATIONS THE RIGHT 'CATCH'

Innovative New Bait Company Chooses Fishing-Industry Experts For Public Relations Program

Leading fishing and outdoor marketing, advertising and public relations agency, Full-Throttle Communications has recently been selected to spearhead public relations efforts for NOJO's Baits, a new bait company taking the fishing industry by storm with its innovative Original Serpent Worm.

The NOJO's Baits Original Serpent Worm is like no other worm on the market. The key to its unique action lies in its tapered shape and multi-segmented body. When you combine this design with super-soft, hand-poured construction, the result is a lure that moves and acts as if it's truly alive. However you choose to rig or fish it, this versatile soft lure is capable of nearly infinite movement.

"We're proud to partner with the NOJO's Baits team and help promote such a unique new product line," says Jason Bear, agency President & CEO. "NOJO's Baits has a solid vision for innovation and we look forward to sharing the news of this exciting new line of worms with anglers around the world."

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.

To learn more about NOJO's Baits' unique new soft bait and the many ways it can be used to help you catch more bass, contact NOJO's Baits at (805) 744-1658 • or visit online at www.nojosbaits.com. 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, find us on Facebook: <http://www.facebook.com/fullthrottlecommunications> or follow us on Twitter: <http://twitter.com/fullthrottlecom>.

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