

NEWS OF OUR CLIENTS



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CHOICE AMMUNITION™ APPOINTS FULL-THROTTLE COMMUNICATIONS AS NEW MARKETING AND PUBLIC RELATIONS PARTNER

Ammunition Brand Enlists Full-Service Agency to Launch New Line of Premium Ammo

Montana-based Choice Ammunition™ Corporation, manufacturers of premium, hand-loaded handgun and centerfire ammunition, is pleased to announce it has selected industry-veteran branding agency, Full-Throttle Communications as its new marketing and public relations partner. Through this new partnership, Full-Throttle will be working side-by-side with the Choice Ammunition team to develop and implement creative marketing strategies that will successfully tell the brand's story and position the company as the premier ammo choice for shooters and hunters.

Whether you're a cowboy action shooter or a weekend range warrior, Choice Ammunition has the reliable, high-quality cartridges you'll need to get the job done. "We couldn't be more excited about the upcoming launch of Choice Ammunition into the shooting and hunting marketplace," said Jon Wemple, Chief Executive Officer at Choice Ammunition Corporation. "With Full-Throttle's in-depth product marketing experience and knowledge in these categories, we are confident they are the ideal partner to help us launch the new brand with a bang," he added.

"We truly enjoy being a part of building brands from the ground up, and that's why we're honored to be involved with Choice Ammunition on the ground floor," says Jason Bear, president/CEO of Full-Throttle Communications. "Our team is already moving 'full-throttle' on dynamic marketing strategies for the company, and look forward to successfully getting the word out about Choice Ammunition's high quality product line," he added.

Choice Ammunition Corporation was created with one focus – to be *the* superior source of ammunition for hunters and shooting enthusiasts, bar none. Located in Victor, Montana, the company produces premium, hand-loaded handgun and centerfire ammunition that delivers the shooting consistency you can depend on. Its use of the highest quality components available is matched only by its unsurpassed standard of precision hand-loading expertise. The company has six lines of ammunition – Hunter's Choice™, Shooter's Choice™, Safari Choice™, Defense Choice™, Cowboy Choice™ and Range Choice™ – designed for specific shooting activities in order to provide exactly what you need. In addition to this, company experts can also provide custom loads built for specific individual rifles.

The team at Full-Throttle Communications are industry-leading professionals who develop the powerful tools needed to position brands at the top of the marketplace – providing stellar creative solutions, cutting-edge market insights and influential media outreach. Full-Throttle Communications is a one-stop shop for all means of communication with extensive experience in helping companies obtain that competitive edge – and effectively elevate their business to the next level.

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 www.full-throttlecommunications.com.



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