

NEWS OF OUR CLIENTS



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PRÓIS® HUNTING & FIELD APPAREL RENEWS PARTNERSHIP WITH FULL-THROTTLE COMMUNICATIONS

Full-Throttle Communications, Inc., a full-service marketing, advertising and public relations agency in Moorpark, CA, is excited to announce its continued partnership with leading high-performance women's hunting apparel brand Próis® Hunting & Field Apparel. Full-Throttle will continue to spearhead the company's strategic public relations efforts in order to further elevate the brand in the hunting, shooting and outdoor marketplace.

"We are thrilled to work with Full-Throttle as their results have always been outstanding," says Kirstie Pike, President of Próis Hunting & Field Apparel. "Additionally, Jason Bear and Jonina Costello really work to create a family-like atmosphere that makes the relationship work so well."

Próis was created for women, by women who refuse to settle for downsized men's gear or upsized children's gear. Each garment is created with the most technologically advanced fabrics available and a host of advanced features to provide comfort, silence and durability. The company's out-of-the-box thinking has resulted in unique designs for serious hunters that have taken the industry by storm and raised the bar for women's outdoor apparel.

"We're excited to continue our partnership with Próis Hunting & Field Apparel — a company that boasts an unwavering commitment to creating the most technologically advanced performance apparel for serious women hunters," says Full-Throttle Communications President/CEO Jason Bear. "It's going to be an exciting year for Próis starting with the launch of several innovative new pieces for 2014, and we're honored to be a part of it," he added.

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 Próis Hunting & Field apparel, visit www.proishunting.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.

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