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NEWS

FeverPitch Media Group launches with five clients

Written by **Keith O'Brien**
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FAIRVIEW, NJ: FeverPitch Media Group, a NJ-based, full-service marketing, public relations, and advertising agency has announced its formation and five accounts.

The firm, founded by principals Scott Daugherty and Micah Warren, represents Chelsea Floor Covering, Trimco Risk Management, Satterlee Building, singer Neal Pogue, and Manhattan Center Productions.

They begun to build the firm last May, and then left their day jobs as account executives at D. Pagin Communications in April.

"We realized we could only do so much work at night," Warren said.

Warren will helm the firm's PR and internal marketing divisions and Daugherty will head its interactive/marketing/advertising division. They are the only employees, Warren said, adding that the firm is trying to keep the operation as small as possible.

The company's strategy going forward will be to provide services for companies without large budgets and foster long-term relationships. "I don't want to recycle ten clients every six months," he said.



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