

## **TEGA Technologies Announces New Customer Win for its Mobile Marketing Software**

Irvine, California – December 15, 2010- TEGA Technologies today announced that two Aaron's leasing and specialty retail franchisees in Denver, Colorado have now deployed its URClients integrated text, email and voice mobile marketing software.

Aaron's, Inc. is the leader in lease ownership and specialty retailing of office furniture, consumer electronics, home appliances and electronics with more than 1,705 Company-operated and franchised stores in 48 states and Canada.

These two Denver area Aaron's franchisees recognize their customers never leave home without their cell phones and that it's critical to communicate with these customers in the most effective way possible. TEGA's totally integrated text, email and voice mobile marketing software will enable Aaron's to deliver fully automated text, email and voice marketing campaigns to Aaron's customers based on their specific product interests.

TEGA Technologies revolutionized the mobile marketing industry with URClients, the world's first totally integrated text, email and voice marketing software. Based in Irvine, California, TEGA leads the mobile marketing industry in innovation by automating on demand marketing campaigns based on specific customer interests for most industry verticals including hospitality, retail, non-profit, automotive, gaming, wellness and leisure.

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