

National Guard Selects Mobile Marketing Software from TEGA Technologies to Improve Communication

Irvine, California – March 1, 2011- TEGA Technologies today announced that the Illinois National Guard is now deploying its URClients mobile marketing software.

The Guard had been concerned for some time about improving the effectiveness of communication among its ranks and recognized that Guardmembers never leave home without their cell phones and that mobile communication is the most effective way possible to instantaneously achieve their objective.

TEGA's totally integrated text, email and voice mobile marketing software will enable the Illinois National Guard to deliver fully automated and customized text, email and voice marketing campaigns to Guardmembers based on their rank, recruitment and discharge dates.

TEGA Technologies revolutionized the mobile marketing industry with 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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