

BlueBlood Mixed Martial Arts Chooses TEGA's URClients Mobile Marketing Software to Communicate With Its Fans

Irvine, California – March 6, 2011- TEGA Technologies today announced that BlueBlood Mixed Martial Arts has chosen its URClients mobile marketing software to communicate with its fans.

Mixed martial arts is one of the fastest growing sports entertainment categories in the U.S. BlueBlood has been successfully promoting its shows throughout the Midwest and gaining a significant fan base. BlueBlood had been wanting for some time to increase the level of communication with its fan base and recognized that MMA fans never leave home without their cell phones and that mobile communication is the most effective way possible today to communicate its message.

TEGA's totally integrated text, email and voice mobile marketing software will enable BlueBlood MMA to deliver fully automated and customized text, email and voice marketing campaigns to its fans including notifications for upcoming fights, apparel specials and special events.

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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