

## **Gilda's Club Selects TEGA's URClients Mobile Marketing Solution**

Irvine, California – April 25, 2011- TEGA Technologies today announced that the Gilda's Club which services the Quad Cities area, has selected its URClients integrated text, email and voice mobile marketing solution.

This world renowned cancer facility was founded in honor of Saturday Night Live comedienne, Gilda Radner who died of ovarian cancer in 1989. Gilda's Club now has dozens of branches worldwide, each with its distinctive Red Door and a commitment to become the premier emotional and social support community for people with cancer and their families and friends.

Gilda's Club recognizes that it's a necessity to communicate with its members in the most effective way possible. TEGA's totally integrated text, email and voice mobile marketing software will enable Gilda's Club to deliver fully automated text, email and voice messages to its members in the way that members today consider to be the most appropriate method of communication for notifications about program schedules, lectures and workshops, special events as well as campaign fundraising.

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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