

## **TEGA's Mobile Marketing Solutions Get Enthusiastic Reception at National Restaurant Association Show 2011**

Irvine, California – May 26, 2011- TEGA Technologies today announced that it has completed an extraordinary four days at the National Restaurant Association's annual trade show in Chicago.

Between May 21<sup>st</sup> and 24<sup>th</sup>, the TEGA booth was a non-stop center of interest from many of the tens of thousands of industry professionals from all 50 states and over 100 countries who attended the NRA Show. The NRA Show is the largest and most comprehensive restaurant and hospitality industry trade show in the Western Hemisphere.

There was particular interest from attendees in TEGA's new two way text messaging technology that provides the ability to survey and poll a member group by sending questions that can be either multiple choice or allow the member to free type a response. Many bar owners saw opportunities such as texting their patrons to pick a game winner and being rewarded with a discount coupon texted to their customer's mobile device. The fact that this level of customer interaction is fully automated and reflects the recipients' specific interests was viewed by the hospitality industry as critical in today's extremely competitive marketplace.

It was also evident that attendees saw great value in TEGA's robust customer profiling, automated texting of lunch and dinner specials, notifications and reminders. Many also were very impressed with TEGA's real time coupon redemption tracking and automated reporting.

With an ever growing client base of restaurants, such as the Red Robin Gourmet Hamburger chain with over 450 locations throughout the country, TEGA will certainly be adding to this list as a result of the overwhelmingly positive response of attendees at the NRA Show 2011.

TEGA's totally integrated text, email and voice mobile marketing software delivers fully automated text, email and voice marketing campaigns to its clients' customers based on specific product and service preferences.

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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