

Big Easy's Restaurant and Cafe Uses URClients Mobile Marketing Software to Connect with Customers

Irvine, California – June 8, 2011 - TEGA Technologies announces that Big Easy's Restaurant and Cafe, Jackson, Tennessee's newest hotspot, has now deployed its URClients integrated text, email and voice mobile marketing software.

Big Easy's is famous for its drinks, dancing, unusual contests and outstanding live music. Big Easy's has been gaining a significant customer base and successfully using the new social networking tools but had been wanting for some time to increase the level of communication with its customer base. Management recognized that Big Easy customers never leave home without their cell phones and that mobile communication is the most effective way possible today to communicate its marketing message.

TEGA's URClients integrated text, email and voice mobile marketing software enables Big Easy's Restaurant and Cafe to deliver fully automated text, email and voice marketing campaigns to its customers based on their dining, entertainment and music preferences. With fully automated text message notifications of upcoming musical acts, contests and special events, Big Easy's is able to provide its customers with the messages they want to receive, when and how they want to receive them.

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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