

Midwest's Premier Dinner Theater Selects TEGA's URClients Mobile Marketing Solution

Irvine, California – June 8, 2011 - TEGA Technologies announces that the Fireside Dinner Theater, the Midwest's premier venue, has now deployed its URClients integrated text, email and voice mobile marketing solution.

For over forty years, The Fireside Dinner Theater has been pleasing its customers with award winning cuisine topped off with one of the best professional theater experiences in the Midwest. Based in historic Fort Atkinson and family owned, the Fireside Theater has also become the number one motorcoach destination in Wisconsin. The Fireside Theater has long recognized that its customers never leave home without their cell phones and that mobile communication is the most effective way possible today to communicate its marketing messages.

TEGA's URClients integrated text, email and voice mobile marketing software enables the Fireside Theater to deliver fully automated text, email and voice marketing campaigns to its customers based on their dining and entertainment preferences. With fully automated text message notifications of upcoming plays, dinner specials and group promotions, the Fireside Theater is able to provide its customers with the information they want to receive, when and how they want to receive it.

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.

TEGA Technologies, Inc.

18025 Sky Park Circle

Suite M

Irvine, CA 92614

1-888-702-8350

www.tegatechnologies.com

Press Contact:

Robert A. Tweedie

ratweedie@tegatechnologies.com

1-888-702-8350