

Chicagoland's Leading Fitness Centers Choose TEGA's URClients Mobile Marketing Solutions

Irvine, California – July 22, 2011- TEGA Technologies today announced that the seven Chicagoland locations of the Chicago World Gym have chosen its URClients integrated text, email and voice mobile marketing solution, specifically designed for the fitness industry, to enhance its level of member communication.

With branches in Aurora, Highland, Montrose, Palatine, Pilsen, Racine and its flagship Downtown Chicago location, the Chicago World Gym's philosophy is to build a strong, loyal membership base and work hard to earn that loyalty forever. The Chicago World Gym has created an environment where men and women of all ages — from the "just getting started" to the "top athlete" — all exercise in a comfortable, non-frantic, results producing atmosphere.

The Chicago World Gym's customer focused philosophy recognized that its members never leave home without their cell phones and that mobile communication with its members is the most effective communication medium available today and also its members' communication medium of choice.

TEGA's totally integrated URClients' text, email and voice mobile marketing solution specifically designed for the fitness industry will enable the Chicago World Gym to deliver fully automated text, email and voice messages to its members for notifications about program schedules, registration reminders, new merchandise arrivals and special events.

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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